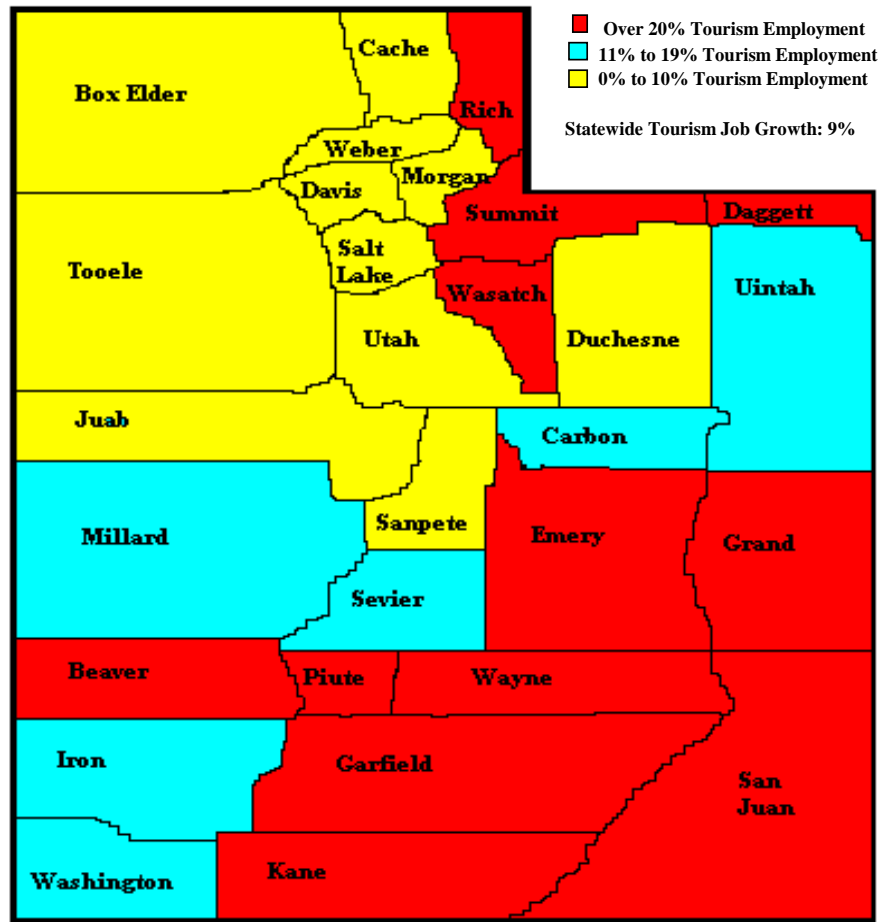


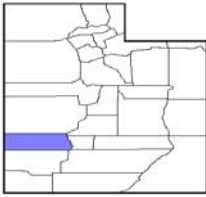
County Tourism Profiles

Tourism Jobs As Percentage of Total Non-Farm Jobs, 2006



Source: Utah Dept. of Workforce Services, adapted by Utah Division of Travel Development

Beaver	Iron	Sevier
Box Elder	Juab	Summit
Cache	Kane	Tooele
Carbon	Millard	Uintah
Daggett	Morgan	Utah
Davis	Piute	Wasatch
Duchesne	Rich	Washington
Emery	Salt Lake	Wayne
Garfield	San Juan	Weber
Grand	Sanpete	

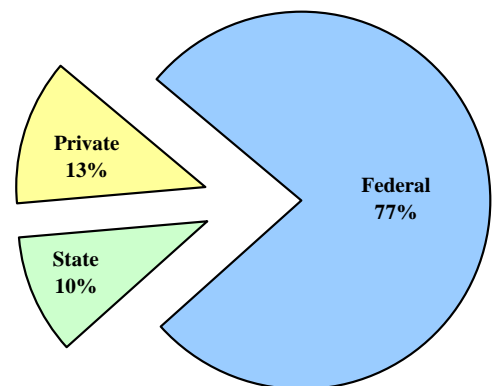


BEAVER COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	6,308	6,341	6,428	1.4%	2
Total Non-Ag Employment	1,904	1,946	1,972	1.3%	24
Non-Ag Avg Monthly Wage	\$2,025	\$2,154	\$2,237	3.9%	18
Per Capita Income	\$25,337	\$29,884	\$29,065	-2.7%	5
Unemployment Rate	4.8%	4.1%	3.0%	-26.8%	17
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$28.1	\$27.7	\$26.4	-4.7%	19
Travel & Tourism Related Employment	555	528	503	-4.7%	19
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$897.7	\$939.1	\$941.1	0.2%	19
Transient Room Tax	\$94.2	\$100.1	\$109.0	8.9%	19
Restaurant Tax	\$58.2	\$71.4	\$83.6	17.1%	19
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$42.1	\$61.9	\$61.9	0.0%	25
REGIONAL VISITATION COUNTS					
I-15 UT/AZ Traffic Count	7,586,525	7,971,600	8,004,450	0.4%	
Zion N.P.	2,674,162	2,586,659	2,514,490	-2.8%	
Bryce Canyon N.P.	987,250	1,017,680	890,673	-12.5%	
Cedar Breaks N.M.	516,329	505,046	453,382	-10.2%	
Grand Staircase-Escalante N.M.	649,232	613,228	695,866	13.5%	
Capitol Reef N.P.	551,910	550,253	513,702	-6.6%	
Utah Shakespearean Festival	139,142	135,482	140,000	3.3%	
Fremont Indian S.P.	82,584	66,235	64,116	-3.2%	
Minersville S.P.	NA	NA	NA	NA	
Piute S.P.	8,502	21,990	29,609	34.6%	

Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	1,653,045	100.0%
Federal Government	1,277,479	77.3%
BLM	1,138,536	68.9%
US Forest Service	138,943	8.4%
National Park Service	--	--
National Wildlife Refuge	--	--
Other	--	--
State Government	167,322	10.1%
Utah State Parks & Recreation	202	0.0%
Utah State Wildlife Reserves	11,925	0.7%
State Trust Lands	155,195	9.4%
Other	--	--
American Indian	--	--
Private*	208,883	12.6%

Land Ownership - 2006

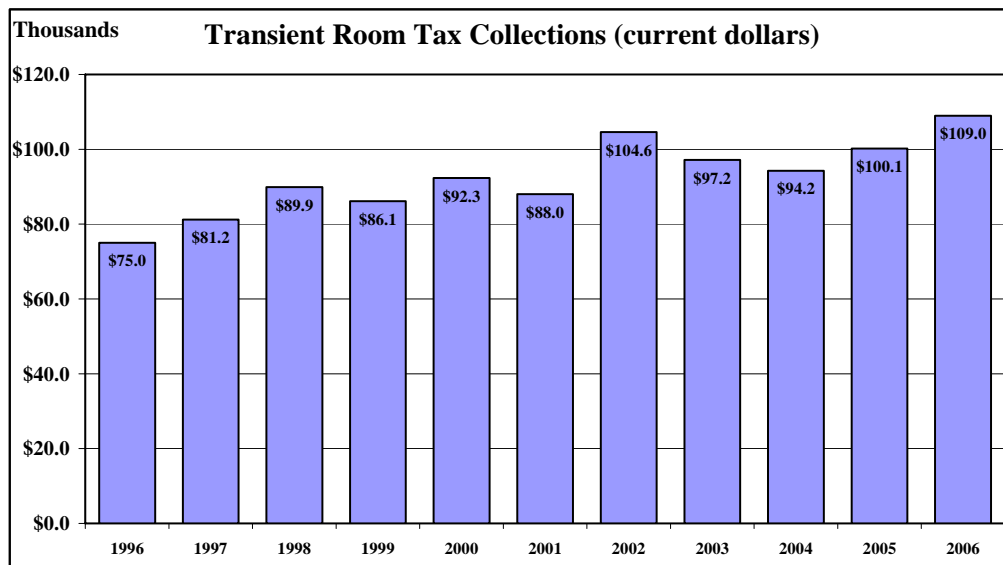
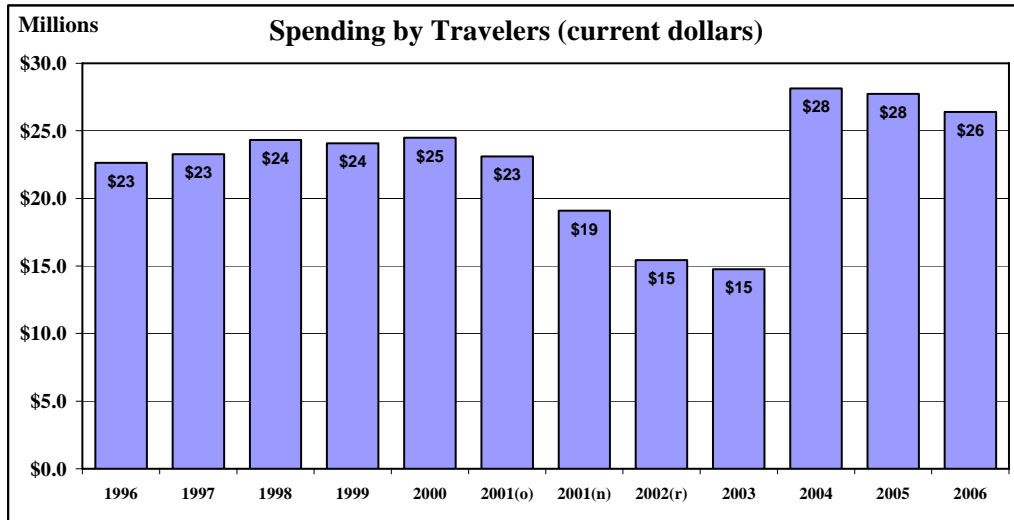


• Includes Military and Bankhead Jones land

*May include some local government land

•• Includes State Sovereign and UDOT land

Beaver County Tourism Profile



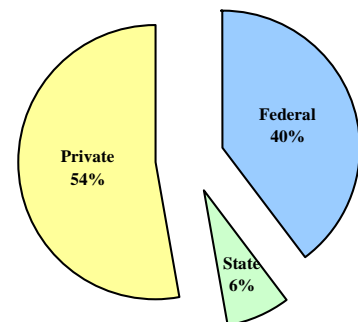


BOX ELDER COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	44,654	45,304	45,987	1.5%	8
Total Non-Ag Employment	18,404	18,901	19,416	2.7%	8
Non-Ag Avg Monthly Wage	\$2,741	\$2,953	\$3,173	7.5%	4
Per Capita Income	\$23,202	\$23,857	\$24,531	2.8%	14
Unemployment Rate	5.3%	4.2%	3.2%	-23.8%	12
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$23.5	\$21.8	\$21.8	0.0%	22
Travel & Tourism Related Employment	464	414	415	0.2%	22
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$786.8	\$737.2	\$740.8	0.5%	22
Transient Room Tax	\$78.8	\$78.6	\$89.9	14.4%	22
Restaurant Tax	\$302.3	\$314.8	\$353.6	12.3%	10
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$414.7	\$459.1	\$515.8	12.4%	11
REGIONAL VISITATION COUNTS					
I-15 UT/ID Traffic Count	3,223,315	3,212,000	3,285,000	2.3%	
I-84 UT/ID Traffic Count	2,393,670	2,482,000	2,555,000	2.9%	
Brigham City Welcome Center	83,360	72,875	75,196	3.2%	
Willard Bay S.P.	138,868	244,049	325,933	33.6%	
Antelope Island S.P.	255,155	272,381	250,886	-7.9%	
Hyrum S.P.	61,947	62,712	67,980	8.4%	
Golden Spike N.H.S.	46,189	40,156	45,341	12.9%	
Ft. Buenaventura S.P.	NA	NA	NA	NA	

Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	3,539,897	100.0%
Federal Government	1,431,159	40.4%
BLM	1,082,789	30.6%
US Forest Service	101,952	2.9%
National Park Service	2,264	0.1%
National Wildlife Refuge	38,563	1.1%
Other*	205,591	5.8%
State Government	276,671	7.8%
Utah State Parks & Recreation	--	--
Utah State Wildlife Reserves	29,250	0.8%
State Trust Lands	179,456	5.1%
Other**	67,965	1.9%
American Indian	--	--
Private*	1,905,749	53.8%

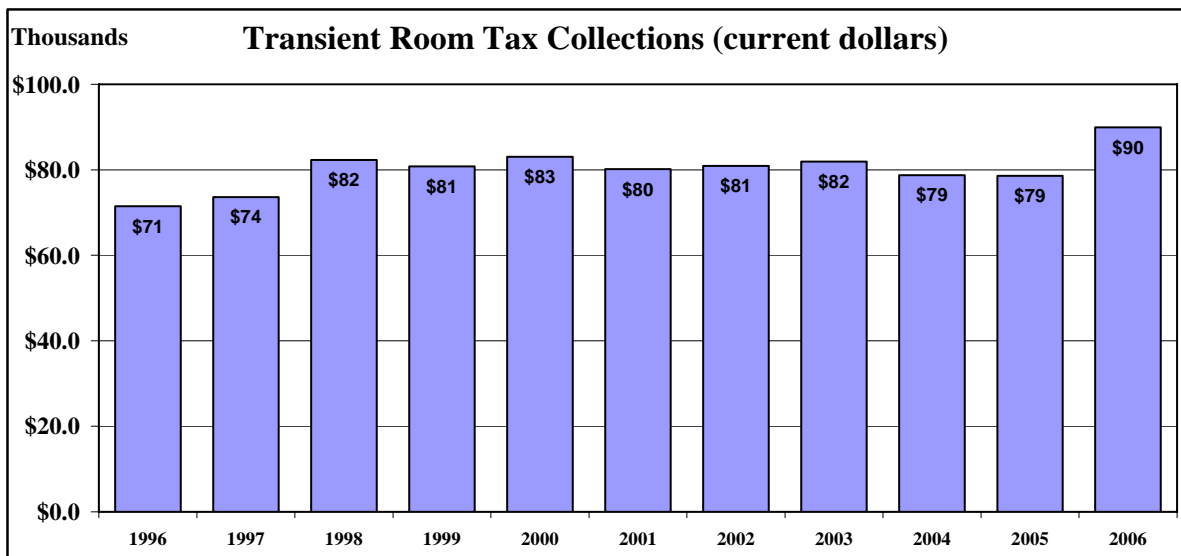
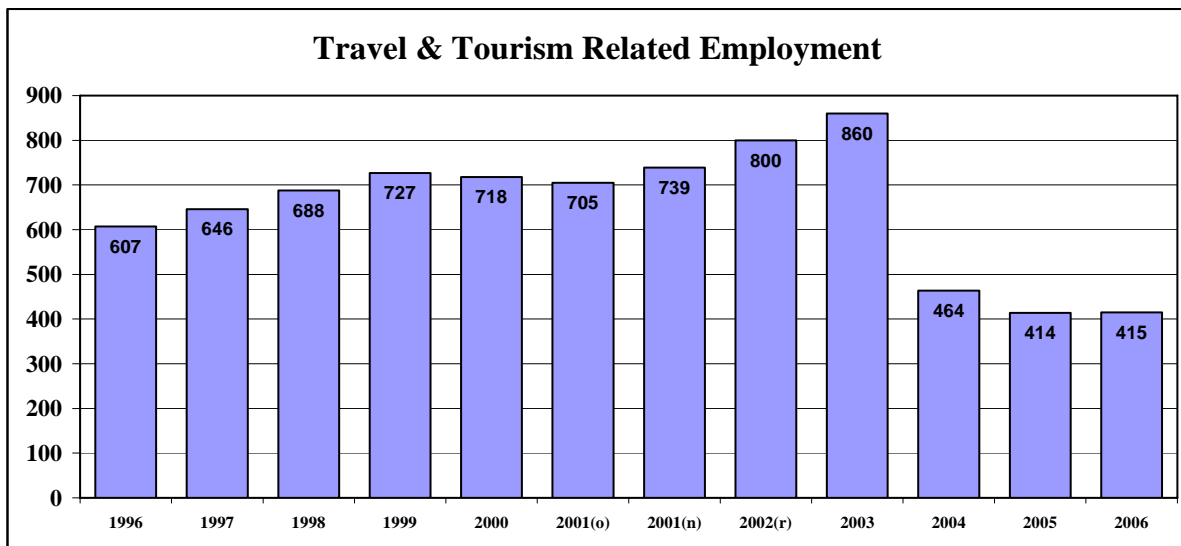
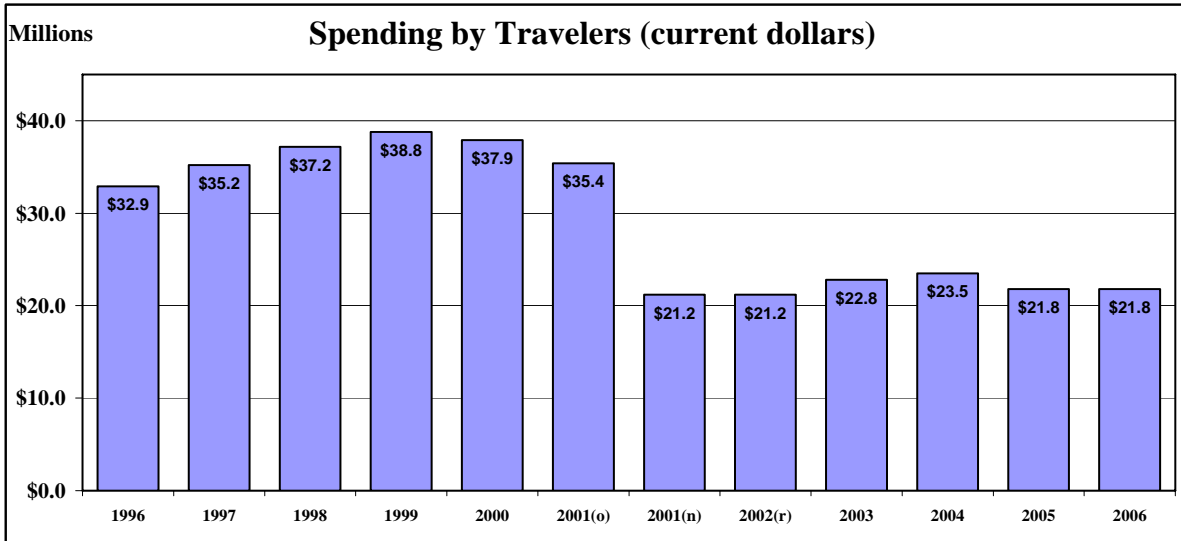
Land Ownership - 2006

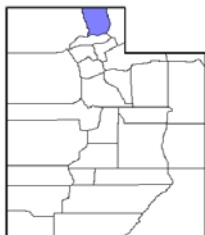


- Includes Military and Bankhead Jones land
- Includes State Sovereign and UDOT land

*May include some local government land

Box Elder County Tourism Profile





CACHE COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	100,182	103,564	105,671	2.0%	6
Total Non-Ag Employment	45,887	46,913	48,119	2.6%	6
Non-Ag Avg Monthly Wage	\$2,044	\$2,079	\$2,161	3.9%	20
Per Capita Income	\$21,314	\$23,526	\$23,819	1.2%	19
Unemployment Rate	3.9%	3.5%	2.3%	-34.3%	28
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$80.5	\$76.2	\$65.4	-14.2%	13
Travel & Tourism Related Employment	1,588	1,449	1,245	-14.1%	13
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$2,694	\$2,580	\$2,223	-13.8%	13
Transient Room Tax	\$269.8	\$275.1	\$269.9	-1.9%	13
Restaurant Tax	\$741.2	\$800.6	\$843.4	5.3%	7
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$1,103.9	\$1,160.5	\$1,275.9	9.9%	6
REGIONAL VISITATION COUNTS					
SR-91 UT/ID Traffic Count	2,487,475	2,487,475	2,169,925	-12.8%	
SR-89 UT/ID Traffic Count	907,025	748,250	618,675	-17.3%	
Bear Lake (3 Locations)	45,228	105,849	232,825	120.0%	
Willard Bay S.P.	138,868	244,049	325,933	33.6%	
Hyrum S.P.	61,947	62,712	67,980	8.4%	

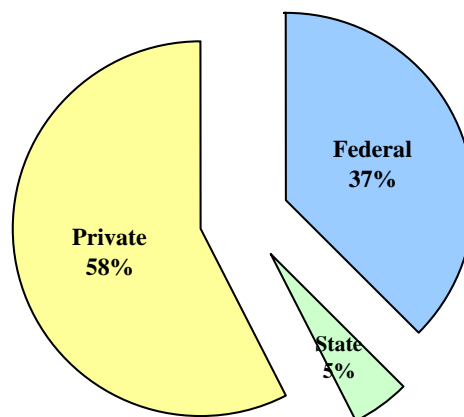
Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	747,754	100.0%
Federal Government	279,328	37.4%
BLM	133	0.0%
US Forest Service	279,195	37.3%
National Park Service	--	--
National Wildlife Refuge	--	--
Other •	--	--
State Government	37,689	5.0%
Utah State Parks & Recreation	315	0.0%
Utah State Wildlife Reserves	20,355	2.7%
State Trust Lands	17,019	2.3%
Other ••	--	--
American Indian	--	--
Private*	429,587	57.5%

• Includes Military and Bankhead Jones land

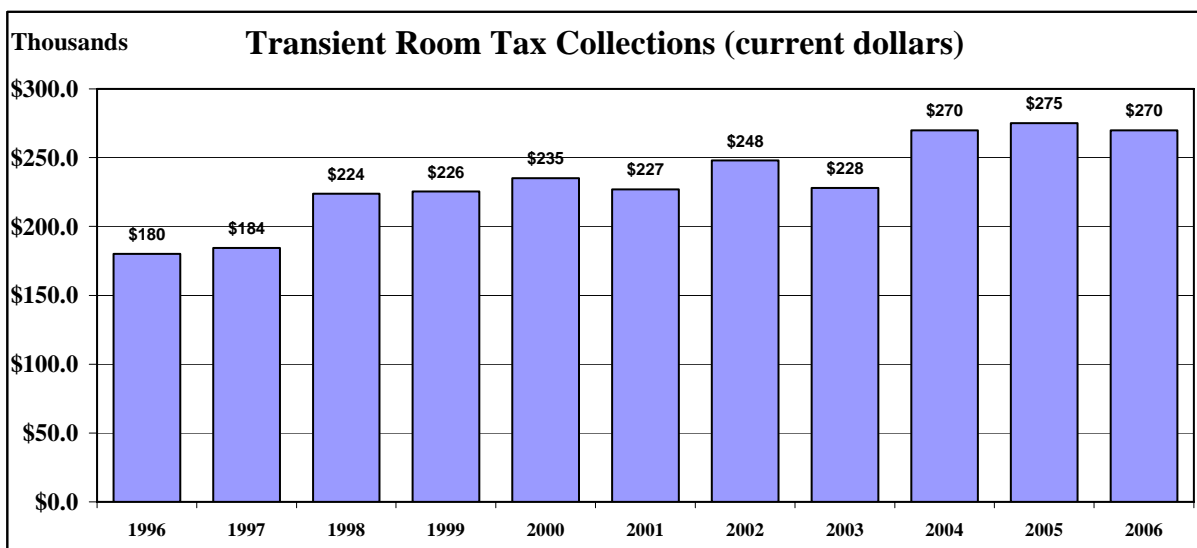
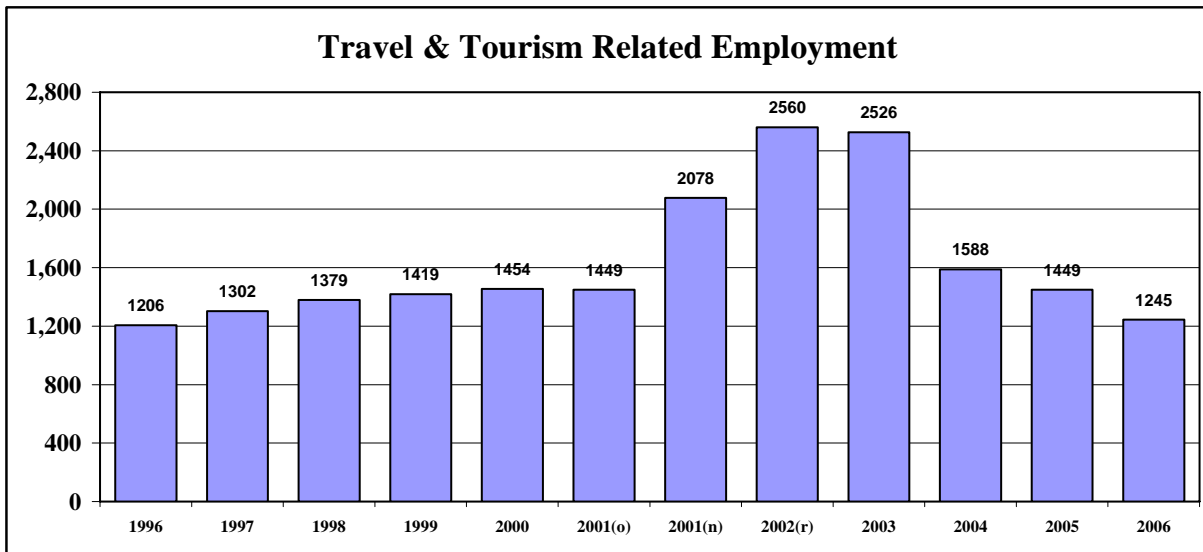
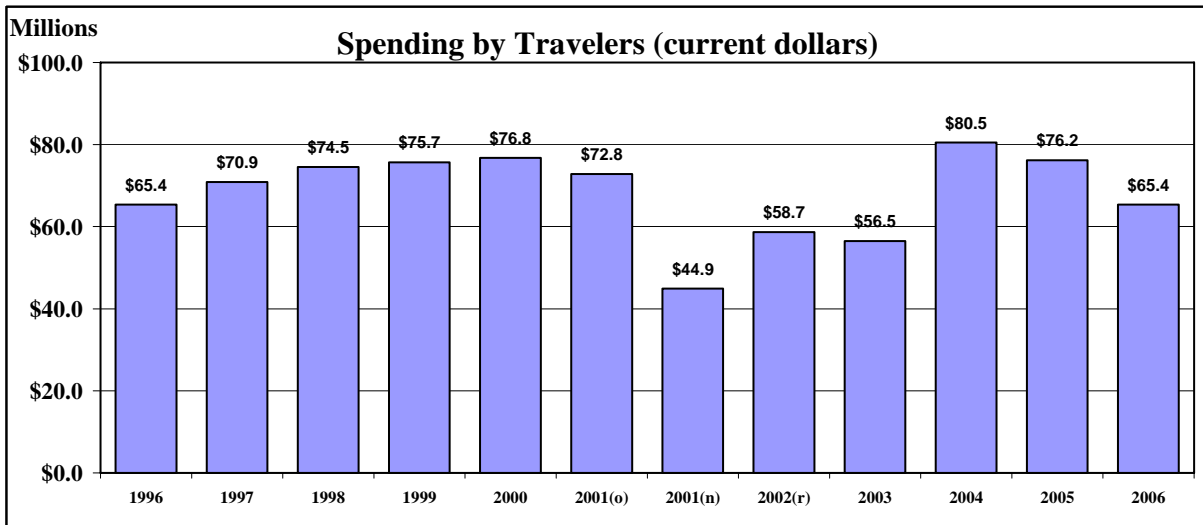
•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2006



Cache County Tourism Profile



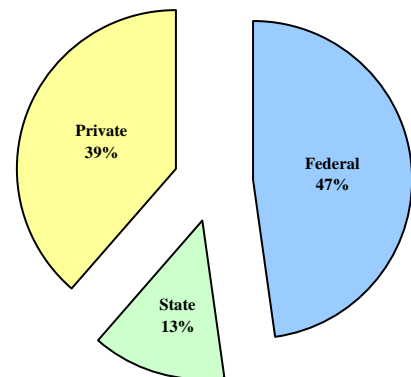


CARBON COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	19,385	19,338	19,504	0.9%	15
Total Non-Ag Employment	8,542	8,942	9,423	5.4%	12
Non-Ag Avg Monthly Wage	\$2,407	\$2,500	\$2,682	7.3%	8
Per Capita Income	\$23,353	\$26,913	\$29,140	8.3%	4
Unemployment Rate	7.2%	4.7%	3.5%	-25.5%	8
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$43.7	\$39.6	\$51.3	29.5%	16
Travel & Tourism Related Employment	861	754	977	29.6%	16
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$1,461	\$1,342	\$1,744	30.0%	16
Transient Room Tax	\$146.3	\$143.0	\$211.7	48.0%	16
Restaurant Tax	\$160.0	\$176.3	\$198.1	12.4%	14
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$379.0	\$430.5	\$478.2	11.1%	12
REGIONAL VISITATION COUNTS					
I-70 UT/CO Traffic Count	2,280,155	2,248,400	2,390,750	6.3%	
Arches N.P.	733,129	781,667	833,046	6.6%	
Canyonlands N.P.	371,706	393,672	413,587	5.1%	
Green River S.P.	38,196	20,937	22,857	9.2%	
Scofield S.P.	103,336	78,276	102,276	30.7%	
Goblin Valley S.P.	58,190	56,597	30,081	-46.9%	
Huntington S.P.	37,835	54,833	47,848	-12.7%	
Millsite S.P.	21,856	28,044	20,353	-27.4%	

Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	947,629	100.0%
Federal Government	451,278	47.6%
BLM	420,979	44.4%
US Forest Service	30,299	3.2%
National Park Service	--	--
National Wildlife Refuge	--	--
Other •	--	--
State Government	129,315	13.6%
Utah State Parks & Recreation	33	0.0%
Utah State Wildlife Reserves	21,548	2.3%
State Trust Lands	107,734	11.4%
Other ••	--	--
American Indian	136	0.0%
Private*	366,500	38.7%

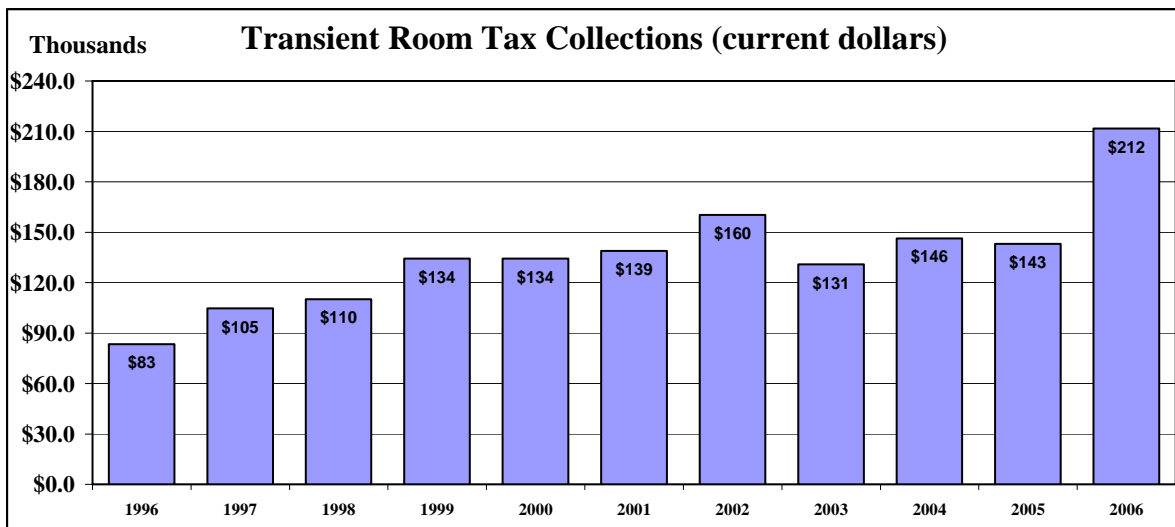
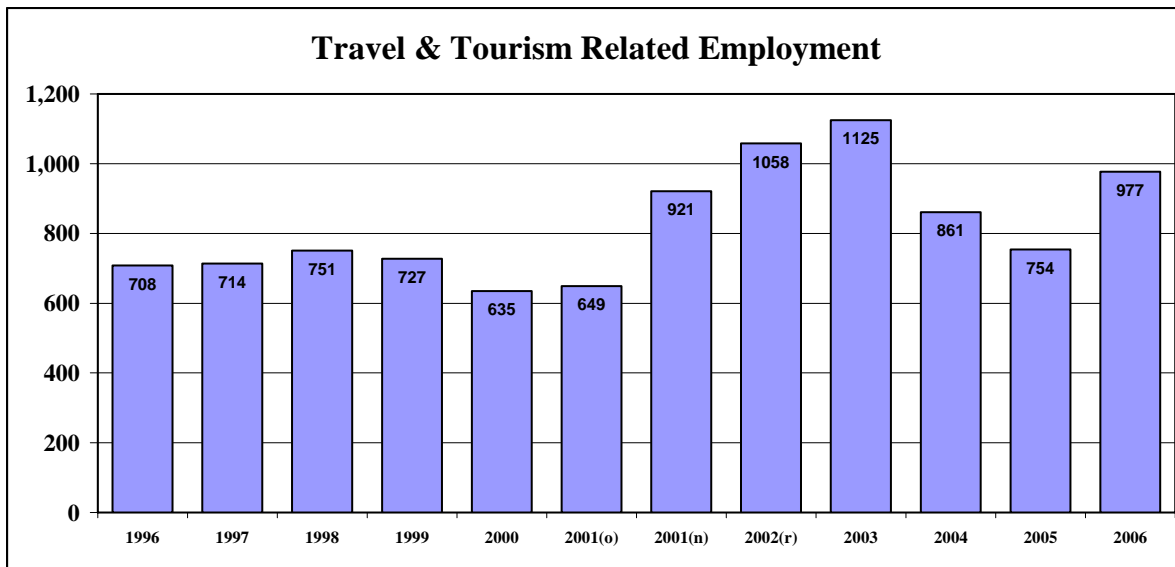
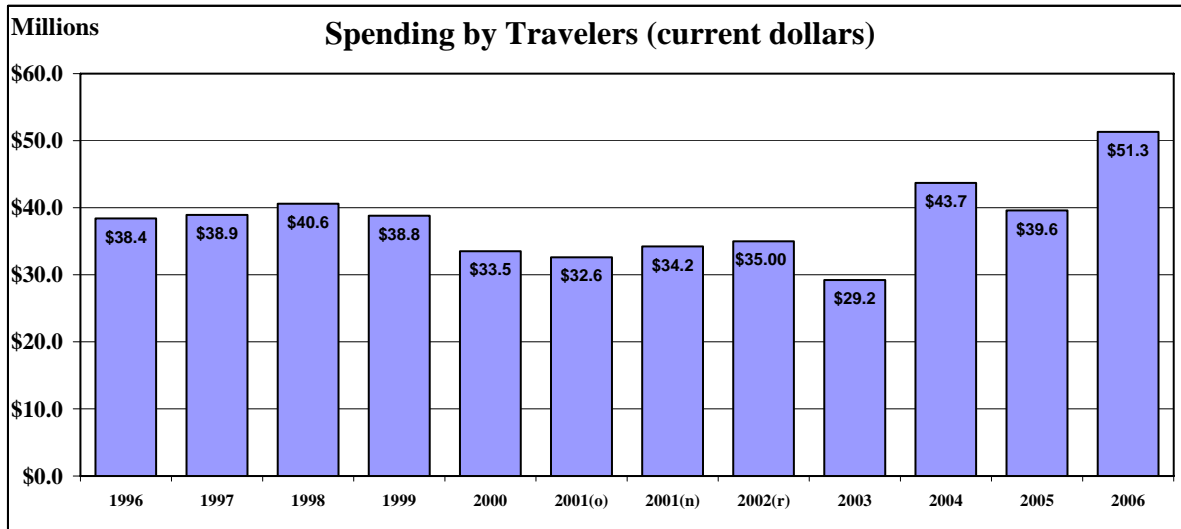
Land Ownership - 2006



- Includes Military and Bankhead Jones land
- Includes State Sovereign and UDOT land

*May include some local government land

Carbon County Tourism Profile





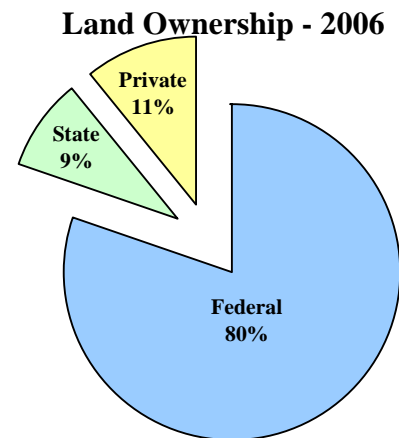
DAGGETT COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	954	963	949	-1.5%	29
Total Non-Ag Employment	454	454	460	1.3%	28
Non-Ag Avg Monthly Wage	\$2,047	\$2,300	\$2,295	-0.2%	17
Per Capita Income	\$18,359	\$19,088	\$19,191	0.5%	26
Unemployment Rate	5.4%	5.0%	4.7%	-6.0%	3
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$16.5	\$19.7	\$15.8	-19.8%	23
Travel & Tourism Related Employment	326	374	301	-19.5%	T23
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$553.0	\$666.0	\$537.0	-19.4%	23
Transient Room Tax	\$55.4	\$71.0	\$65.2	-8.2%	23
Restaurant Tax	\$15.2	\$14.6	\$12.8	-12.3%	25
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$8.9	\$21.4	\$15.5	-27.6%	28
REGIONAL VISITATION COUNTS					
SR-40 UT/CO Traffic Count	633,275	657,000	675,250	2.8%	
SR-191 UT/WY Traffic Count	337,625	N/A	N/A	N/A	
Flaming Gorge N.R.A.	1,076,953	1,109,262	1,053,799	-5.0%	
Dinosaur N.M.	359,673	389,087	284,548	-26.9%	
Starvation S.P.	106,366	51,957	54,398	4.7%	
Utah Field House S.P.	78,133	60,179	52,027	-13.5%	
Steinaker S.P.	27,612	35,136	45,615	29.8%	
Red Fleet S.P.	27,550	23,959	30,818	28.6%	

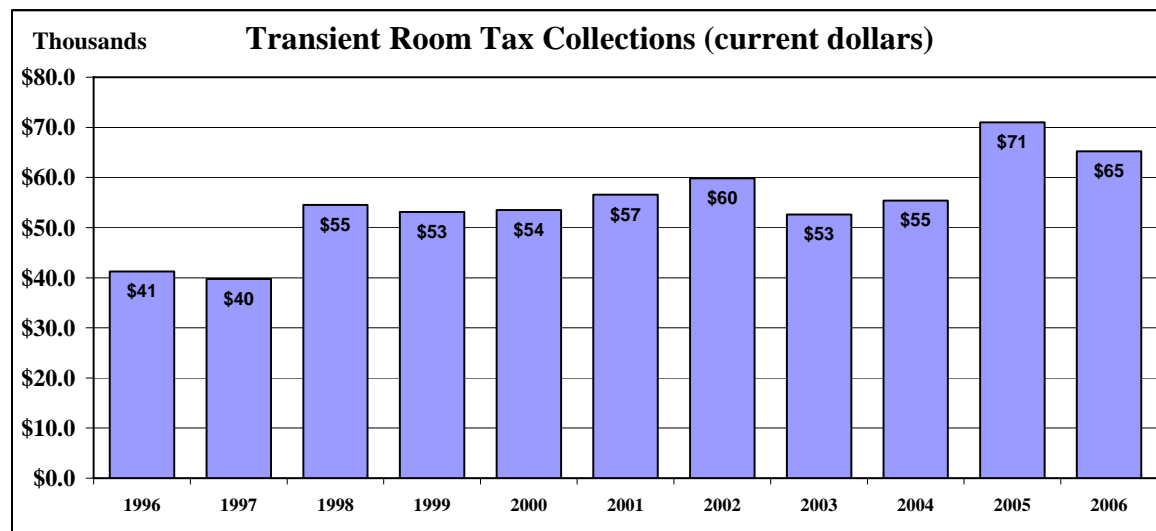
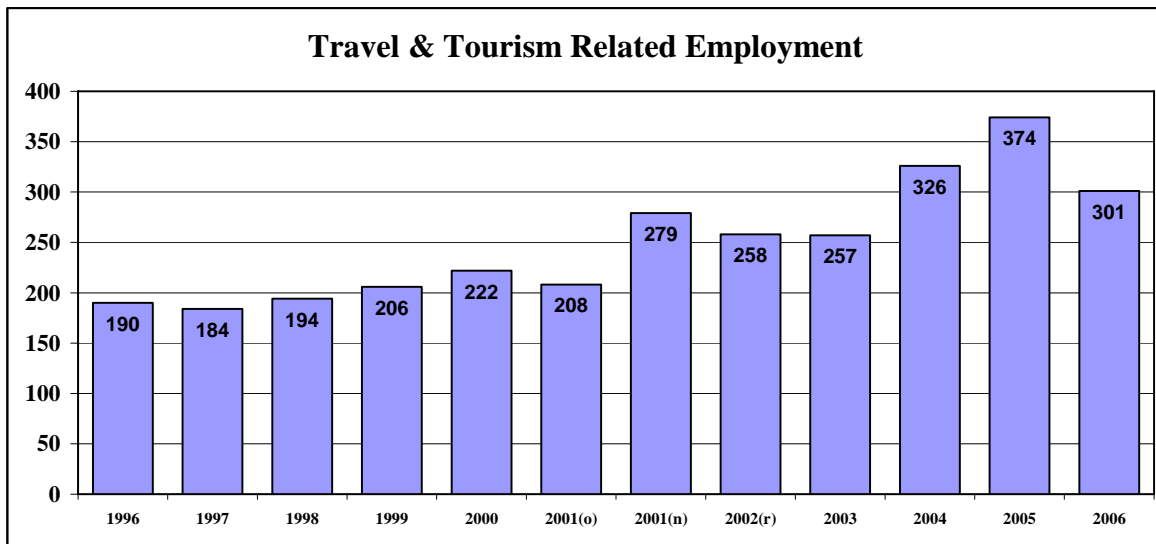
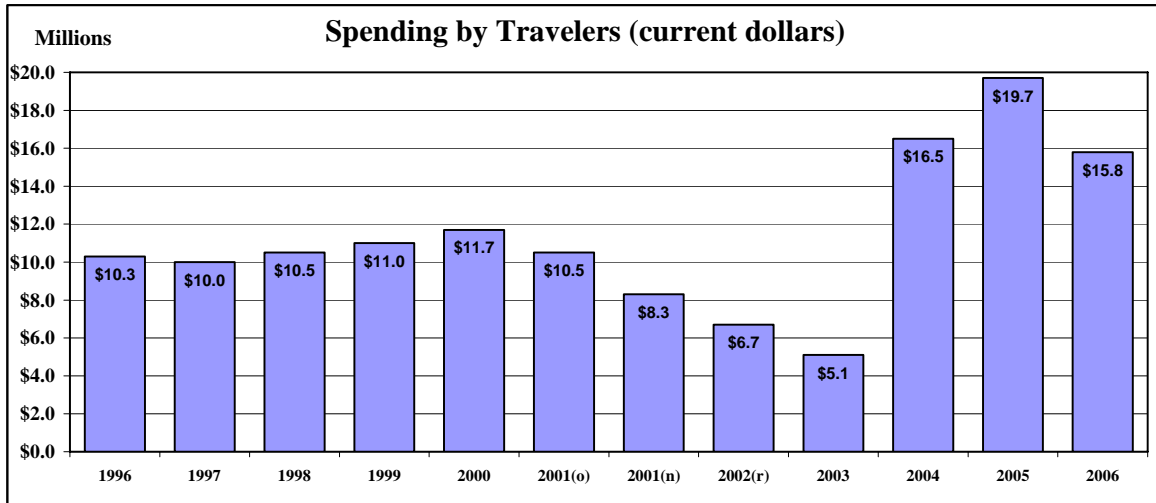
Land Ownership - 2006		
	No. of Acres	% Total
Total Acres in County	447,902	100.0%
Federal Government	371,625	83.0%
BLM	114,139	25.5%
US Forest Service	257,486	57.5%
National Park Service	--	--
National Wildlife Refuge	--	--
Other •	--	--
State Government	40,472	9.0%
Utah State Parks & Recreation	--	--
Utah State Wildlife Reserves	9,610	2.1%
State Trust Lands	30,825	6.9%
Other ••	37	0.0%
American Indian	--	--
Private*	50,070	11.2%

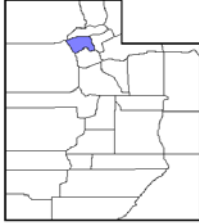
- Includes Military and Bankhead Jones land
- Includes State Sovereign and UDOT land

*May include some local government land



Daggett County Tourism Profile





DAVIS COUNTY TOURISM PROFILE

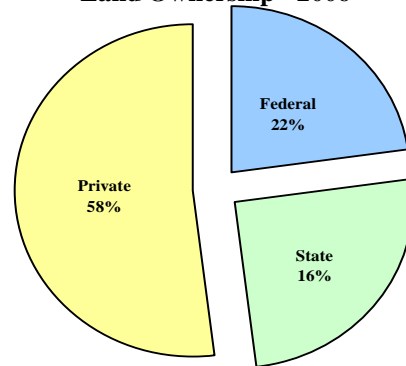
County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	268,916	278,278	286,547	3.0%	3
Total Non-Ag Employment	93,283	95,864	100,542	4.9%	3
Non-Ag Avg Monthly Wage	\$2,646	\$2,713	\$2,849	5.0%	7
Per Capita Income	\$27,418	\$29,357	\$30,493	3.9%	3
Unemployment Rate	4.9%	4.1%	2.9%	-29.3%	3
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$145.9	\$138.3	\$158.4	14.5%	6
Travel & Tourism Related Employment	2,877	2,632	3,018	14.7%	6
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$4,881.5	\$4,685.2	\$5,385.4	14.9%	5
Transient Room Tax	\$488.8	\$499.6	\$654.0	30.9%	6
Restaurant Tax	\$2,024.9	\$2,202.4	\$2,459.7	11.7%	3
Car Rental Tax	\$98.6	\$311.7	\$344.9	10.7%	4
Gross Taxable Retail Sales (millions)	\$3,026.3	\$3,262.0	\$3,723.5	14.1%	3
REGIONAL VISITATION COUNTS					
S.L. Airport Passengers	18,352,495	22,237,936	21,557,646	-3.1%	
Lagoon Amusement Park	1,100,000	1,000,000	1,200,000	20.0%	
Willard Bay S.P.	138,868	244,049	325,933	33.6%	
This Is The Place Heritage Park	380,000	355,600	88,500	-75.1%	
Antelope Island S.P.	257,196	270,884	250,886	-7.4%	
Great Salt Lake S.P.	87,170	57,966	138,763	139.4%	
East Canyon S.P.	56,641	55,904	95,543	70.9%	
Golden Spike N.H.S.	46,189	40,156	45,341	12.9%	
Ft. Buenaventura S.P.	NA	NA	NA	NA	

Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	173,291	100.0%
Federal Government	44,353	25.6%
BLM	330	0.2%
US Forest Service	38,193	22.0%
National Park Service	--	--
National Wildlife Refuge	--	--
Other •	5,830	3.4%
State Government	48,804	28.2%
Utah State Parks & Recreation	27,498	15.9%
Utah State Wildlife Reserves	321	0.2%
State Trust Lands	30	0.0%
Other ••	20,955	12.1%
American Indian	--	--
Private*	101,113	58.3%

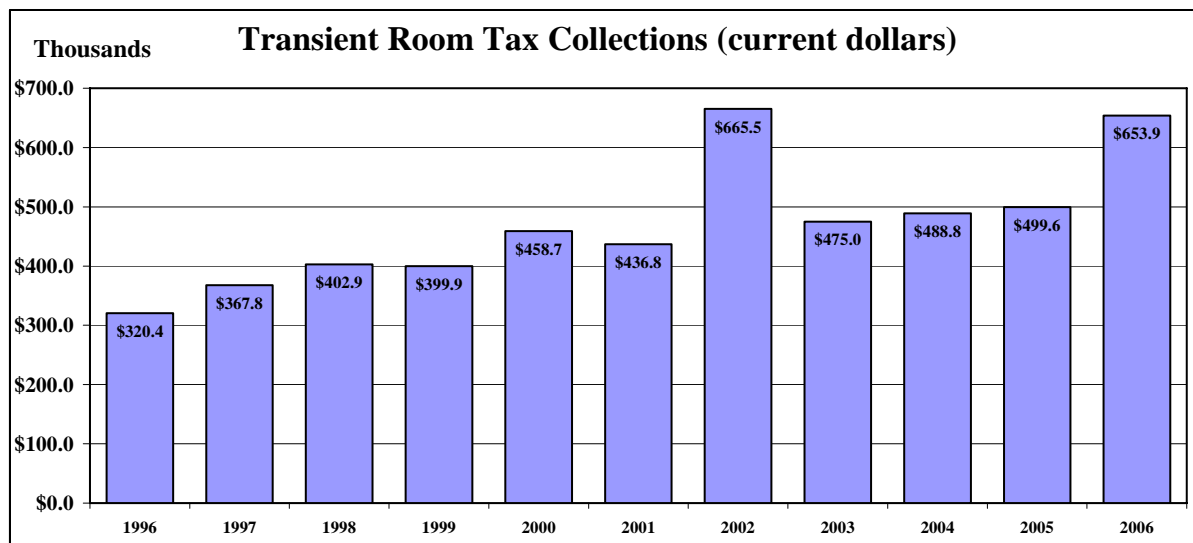
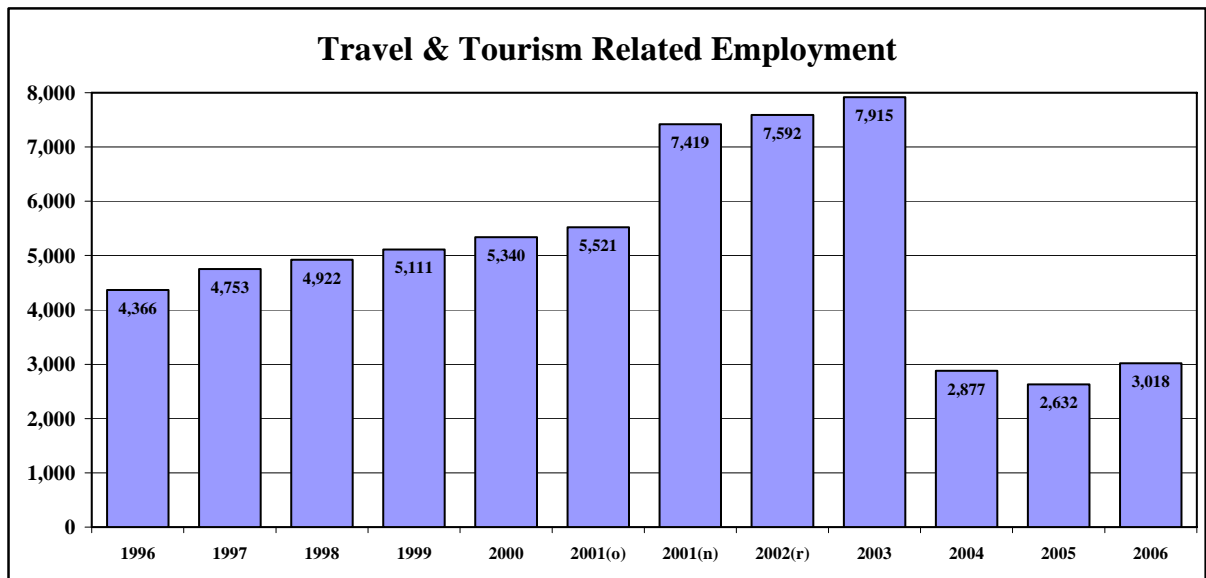
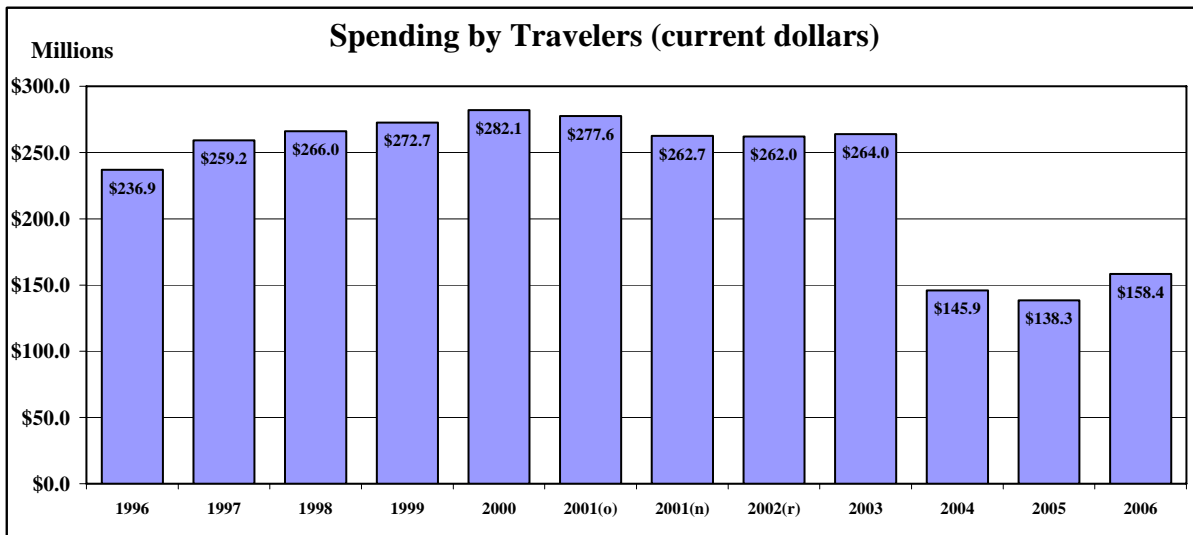
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*May include some local government land

Land Ownership - 2006

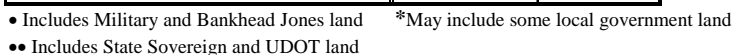


Davis County Tourism Profile

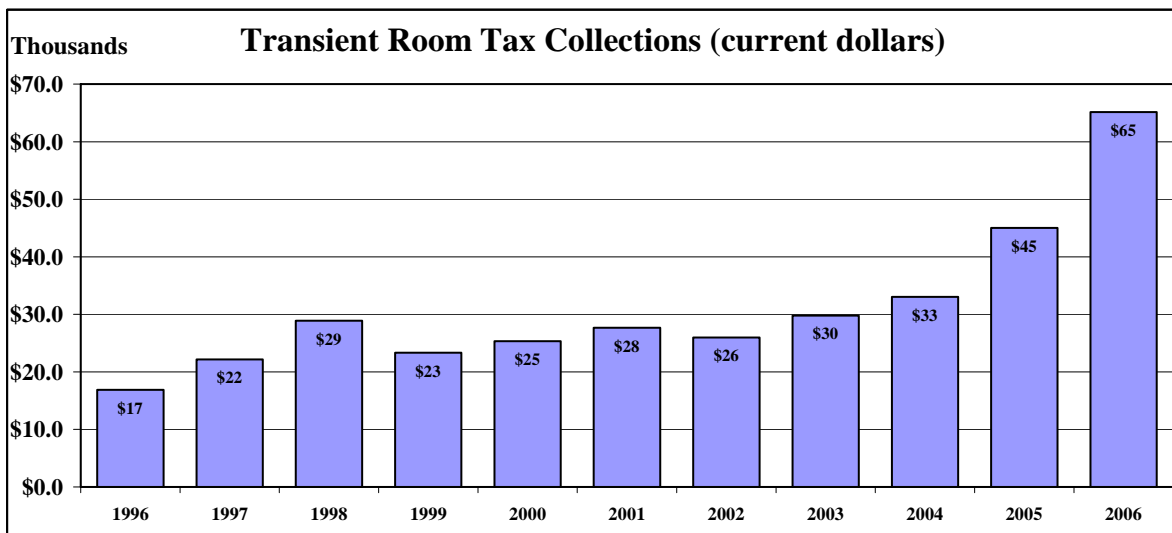
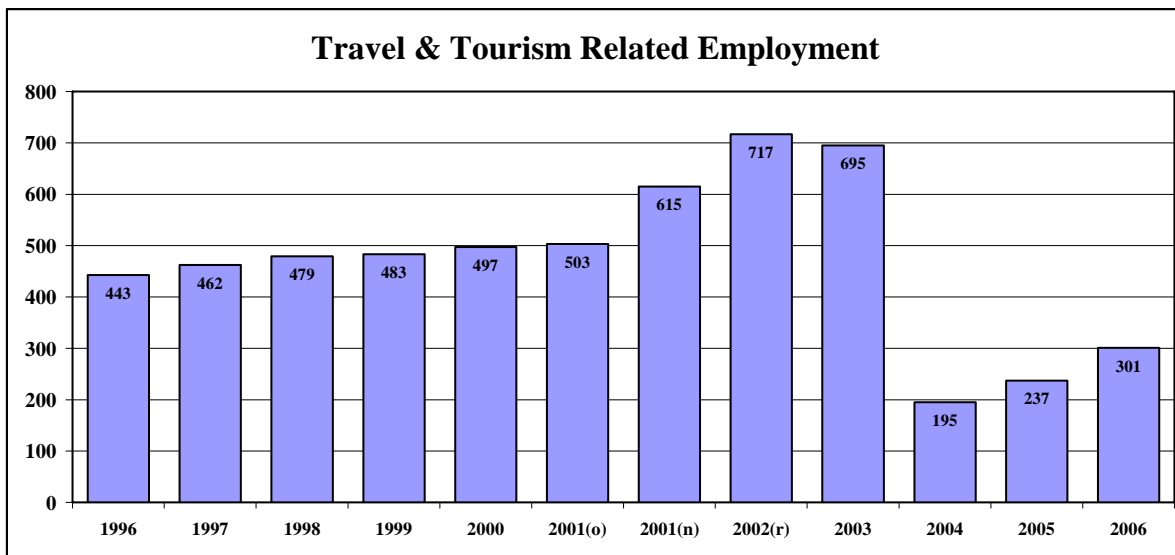
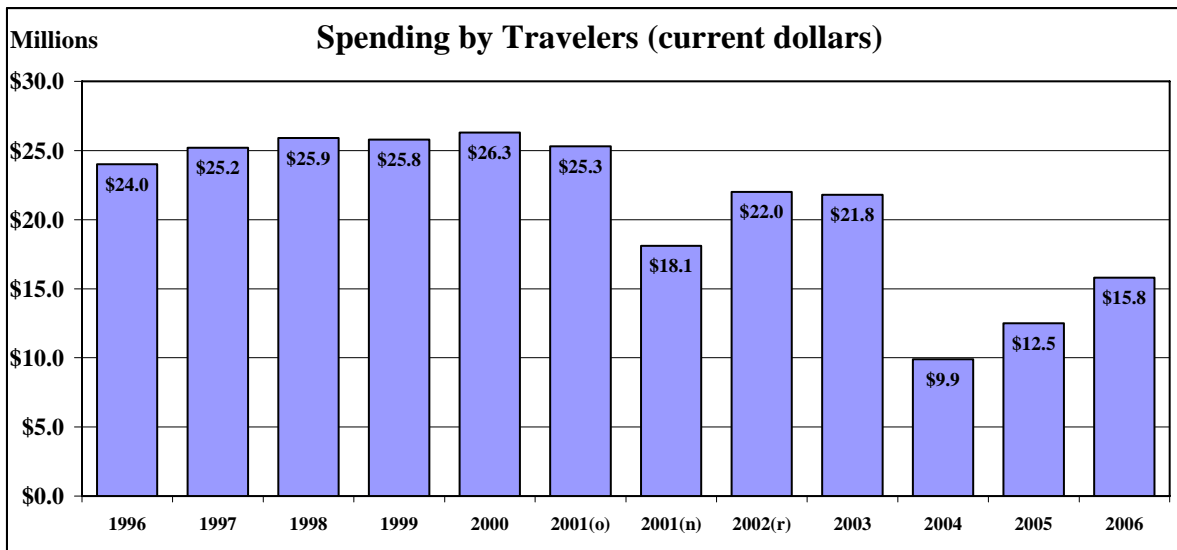




Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	2,068,362	100.0%
Federal Government	929,629	44.9%
BLM	207,814	10.0%
US Forest Service	721,815	34.9%
National Park Service	--	--
National Wildlife Refuge	--	--
Other •	--	--
State Government	155,588	7.5%
Utah State Parks & Recreation	7,227	0.3%
Utah State Wildlife Reserves	93,966	4.5%
State Trust Lands	54,395	2.6%
Other ••	--	--
American Indian	392,749	19.0%
Private*	599,043	29.0%



Duchesne County Tourism Profile





EMERY COUNTY TOURISM PROFILE

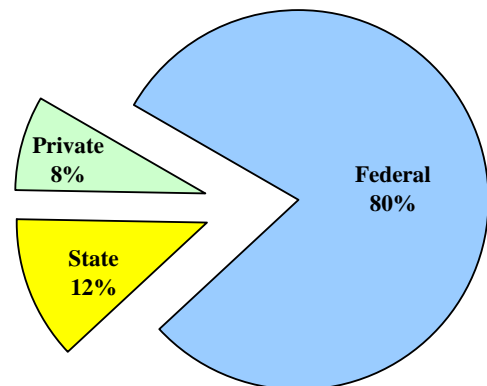
County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	10,493	10,491	10,438	-0.5%	19
Total Non-Ag Employment	3,739	3,805	3,937	3.5%	19
Non-Ag Avg Monthly Wage	\$2,883	\$3,087	\$3,302	7.0%	1
Per Capita Income	\$20,032	\$22,080	\$23,434	6.1%	21
Unemployment Rate	7.4%	5.2%	3.5%	-32.7%	9
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$42.3	\$46.8	\$40.6	-13.2%	17
Travel & Tourism Related Employment	834	890	774	-13.0%	17
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$1,415	\$1,584	\$1,381	-12.8%	17
Transient Room Tax	\$141.7	\$168.9	\$167.7	-0.7%	17
Restaurant Tax	--	--	--	--	--
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$128.4	\$138.6	\$182.2	31.5%	18
REGIONAL VISITATION COUNTS					
I-70 UT/CO Traffic Count	2,280,155	2,248,400	2,390,750	6.3%	
Arches N.P.	733,129	781,667	833,046	6.6%	
Capitol Reef N.P.	551,910	550,253	513,702	-6.6%	
Canyonlands N.P.	371,706	393,672	413,587	5.1%	
Green River S.P.	38,196	20,937	22,857	9.2%	
Scofield S.P.	103,336	78,276	102,276	30.7%	
Goblin Valley S.P.	58,190	56,597	30,081	-46.9%	
Huntington S.P.	37,835	54,833	47,848	-12.7%	
Millsite S.P.	21,856	28,044	20,353	-27.4%	

Land Ownership - 2006		No. of Acres	% Total
Total Acres in County		2,857,265	100.0%
Federal Government		2,278,032	79.7%
BLM		2,065,279	72.3%
US Forest Service		210,667	7.4%
National Park Service		2,084	0.1%
National Wildlife Refuge		--	--
Other •		2	0.0%
State Government		347,719	12.2%
Utah State Parks & Recreation		2,724	0.1%
Utah State Wildlife Reserves		9,396	0.3%
State Trust Lands		335,306	11.7%
Other ••		293	0.0%
American Indian		37	0.0%
Private*		231,940	8.1%

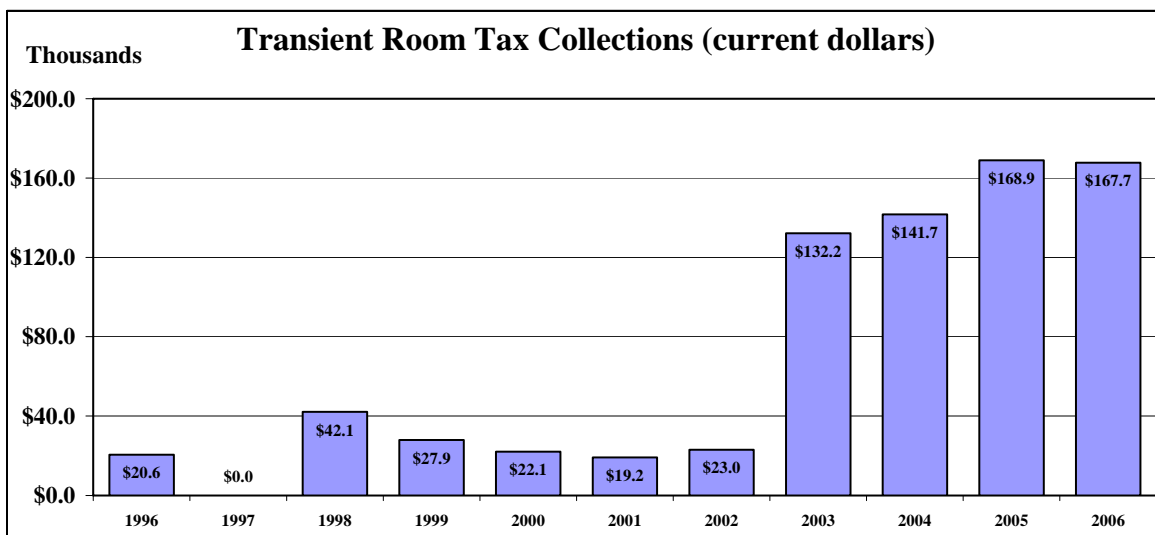
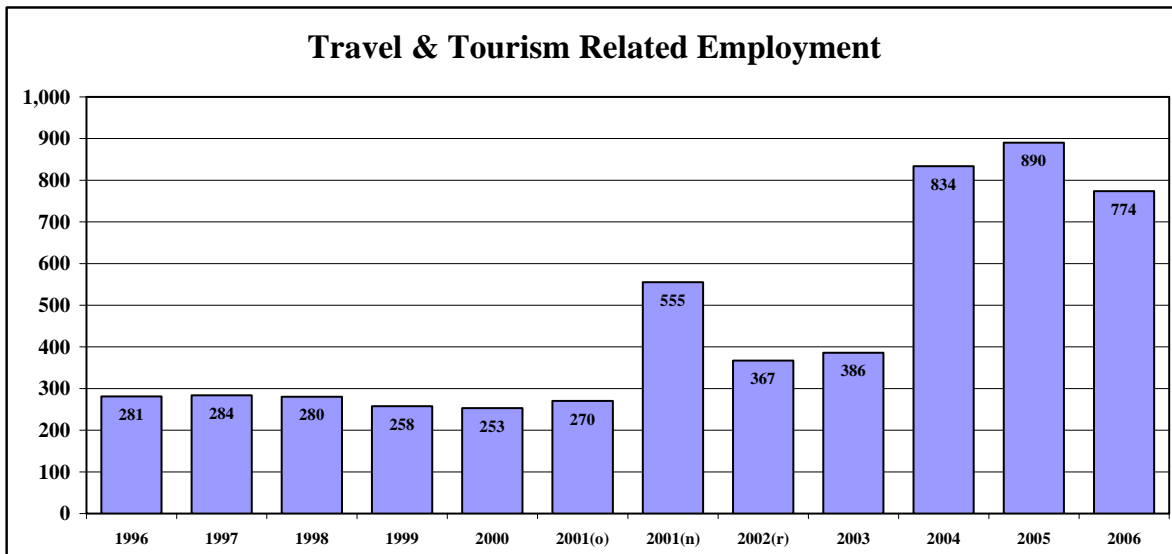
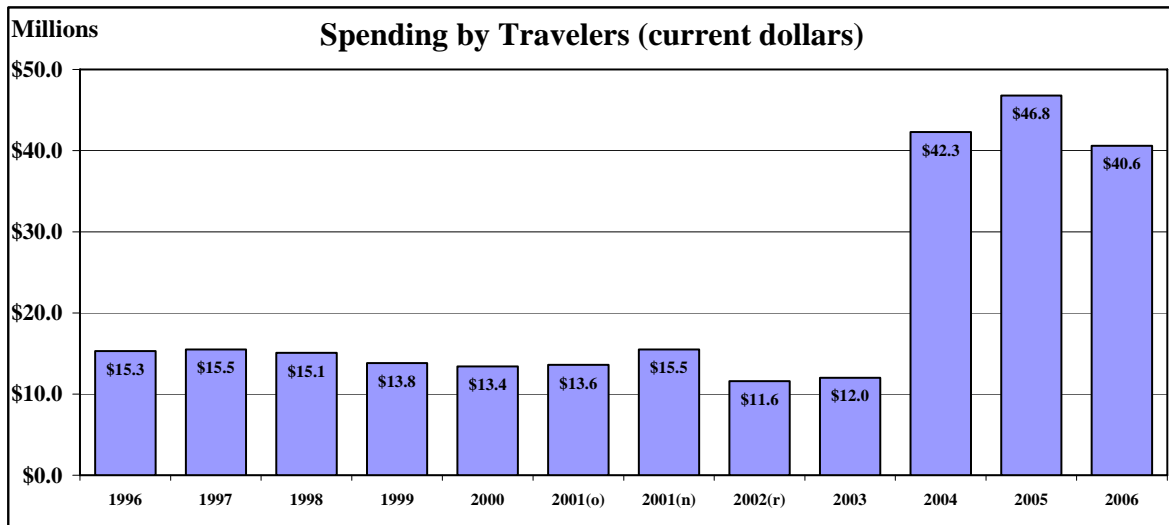
• Includes Military and Bankhead Jones land
 •• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2006



Emery County Tourism Profile





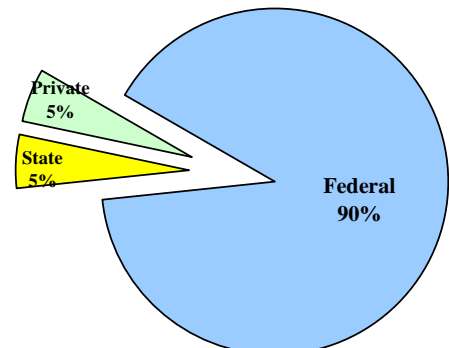
GARFIELD COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	4,625	4,703	4,772	1.5%	25
Total Non-Ag Employment	2,174	2,247	2,258	0.5%	23
Non-Ag Avg Monthly Wage	\$1,787	\$1,809	\$1,908	5.5%	26
Per Capita Income	\$22,205	\$23,669	\$24,431	3.2%	15
Unemployment Rate	8.5%	7.2%	4.9%	-31.9%	2
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$149.1	\$151.4	\$137.8	-9.0%	8
Travel & Tourism Related Employment	2,940	2,881	2,626	-8.9%	8
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$4,988.2	\$5,128.7	\$4,686.6	-8.6%	8
Transient Room Tax	\$499.5	\$546.9	\$569.0	4.0%	8
Restaurant Tax	\$130.5	\$143.3	\$149.8	4.5%	16
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$77.6	\$79.4	\$83.5	5.2%	22
REGIONAL VISITATION COUNTS					
I-15 UT/AZ Traffic Count	7,586,525	7,971,600	8,004,450	0.4%	
SR-11 UT/AZ Traffic Count	1,483,725	1,511,100	1,554,900	2.9%	
SR-89 UT/AZ Traffic Count	1,138,800	1,164,350	1,244,650	6.9%	
Glen Canyon N.R.A.	1,837,074	1,908,723	1,876,668	-1.7%	
Zion N.P.	2,674,162	2,586,659	2,514,490	-2.8%	
Bryce Canyon N.P.	987,250	1,017,680	890,673	-12.5%	
Cedar Breaks N.M.	516,329	505,046	453,382	-10.2%	
Grand Staircase-Escalante N.M.	649,232	613,228	695,866	13.5%	
Capitol Reef N.P.	551,910	550,253	513,702	-6.6%	
Kodachrome Basin S.P.	59,463	49,700	49,804	0.2%	
Escalante S.P.	41,315	37,455	40,325	7.7%	
Anasazi S.P.	34,076	32,959	27,614	-16.2%	

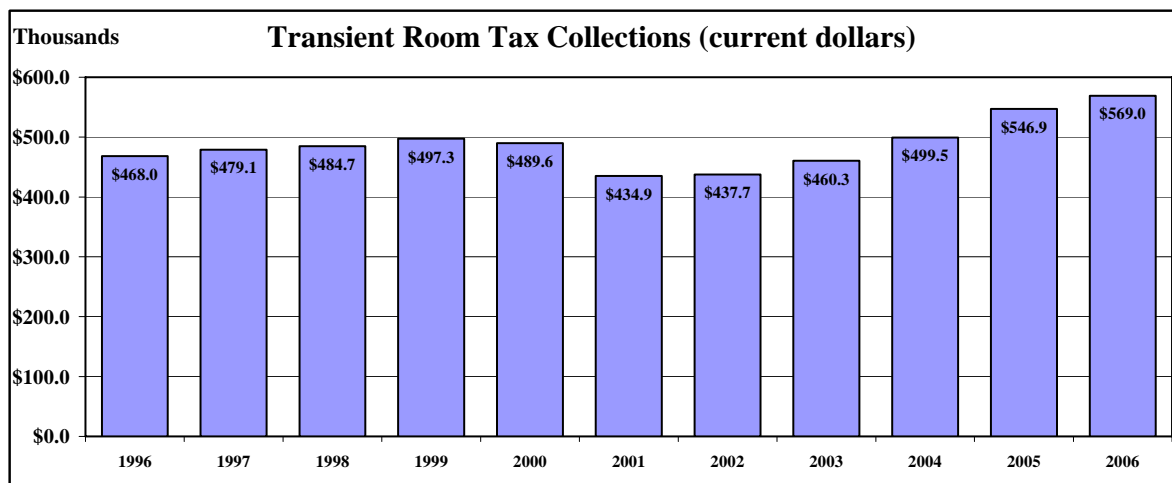
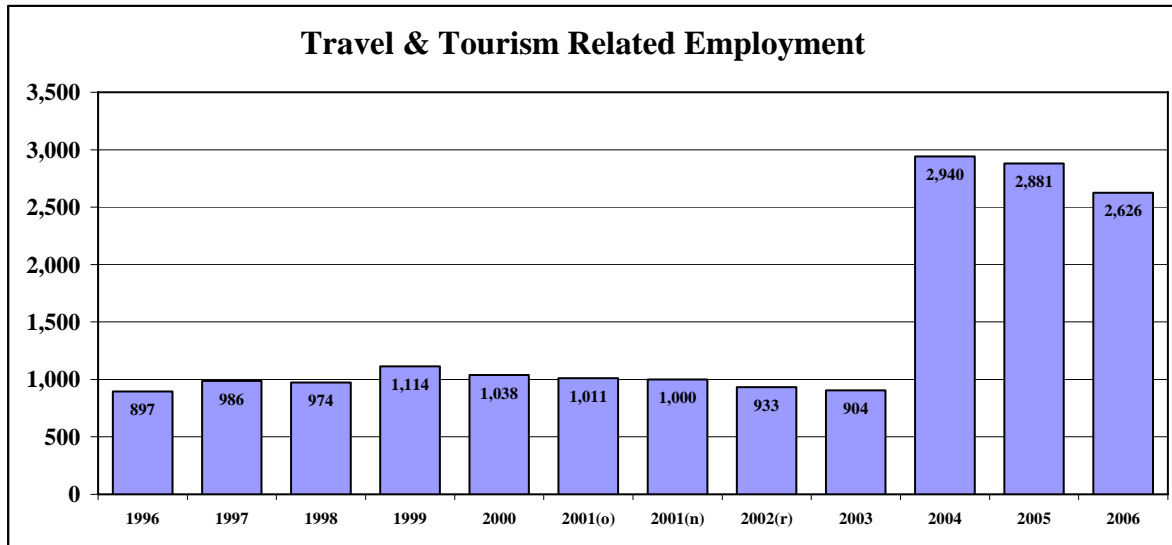
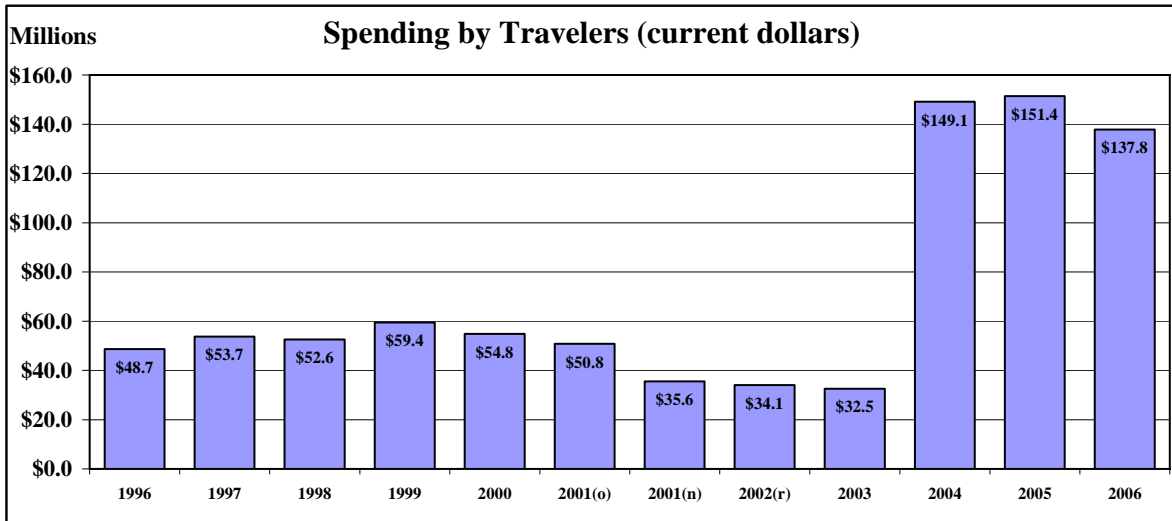
Land Ownership - 2006		No. of Acres	% Total
Total Acres in County		3,312,483	100.0%
Federal Government		2,983,878	90.1%
BLM		1,490,832	45.0%
US Forest Service		1,046,653	31.6%
National Park Service		446,393	13.5%
National Wildlife Refuge		--	--
Other •		--	--
State Government		159,730	4.8%
Utah State Parks & Recreation		1,309	0.0%
Utah State Wildlife Reserves		1,410	0.0%
State Trust Lands		157,011	4.7%
Other ••		--	--
American Indian		--	--
Private*		170,078	5.1%

• Includes Military and Bankhead Jones land *May include some local government land
 •• Includes State Sovereign and UDOT land

Land Ownership - 2006



Garfield County Tourism Profile





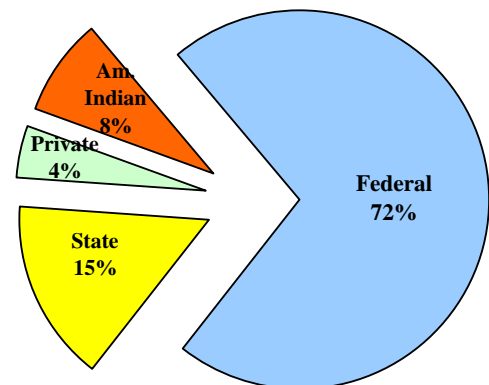
GRAND COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	8,611	8,826	9,024	2.2%	21
Total Non-Ag Employment	4,164	4,398	4,471	1.7%	17
Non-Ag Avg Monthly Wage	\$1,843	\$1,964	\$2,043	4.0%	23
Per Capita Income	\$20,937	\$24,431	\$24,713	1.2%	13
Unemployment Rate	7.7%	5.8%	4.7%	-19.0%	4
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$260.9	\$275.9	\$265.3	-3.8%	5
Travel & Tourism Related Employment	5,145	5,249	5,055	-3.7%	5
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$8,729.3	\$9,345.4	\$9,021.4	-3.5%	7
Transient Room Tax	\$874.1	\$996.5	\$1,095.3	9.9%	5
Restaurant Tax	\$231.0	\$252.1	\$267.9	6.3%	11
Car Rental Tax	\$19.8	\$17.9	\$27.4	53.1%	8
Gross Taxable Retail Sales (millions)	\$180.0	\$199.6	\$227.7	14.1%	16
REGIONAL VISITATION COUNTS					
I-70 UT/CO Traffic Count	2,280,155	2,248,400	2,390,750	6.3%	
Thompson Springs Welcome Center	90,233	86,718	84,327	-2.8%	
Glen Canyon N.R.A.	1,837,074	1,908,723	1,876,668	-1.7%	
Arches N.P.	733,129	781,667	833,046	6.6%	
Canyonlands N.P.	371,706	393,672	413,587	5.1%	
Dead Horse Point S.P.	145,800	137,265	169,206	23.3%	
Green River S.P.	38,196	20,937	22,857	9.2%	

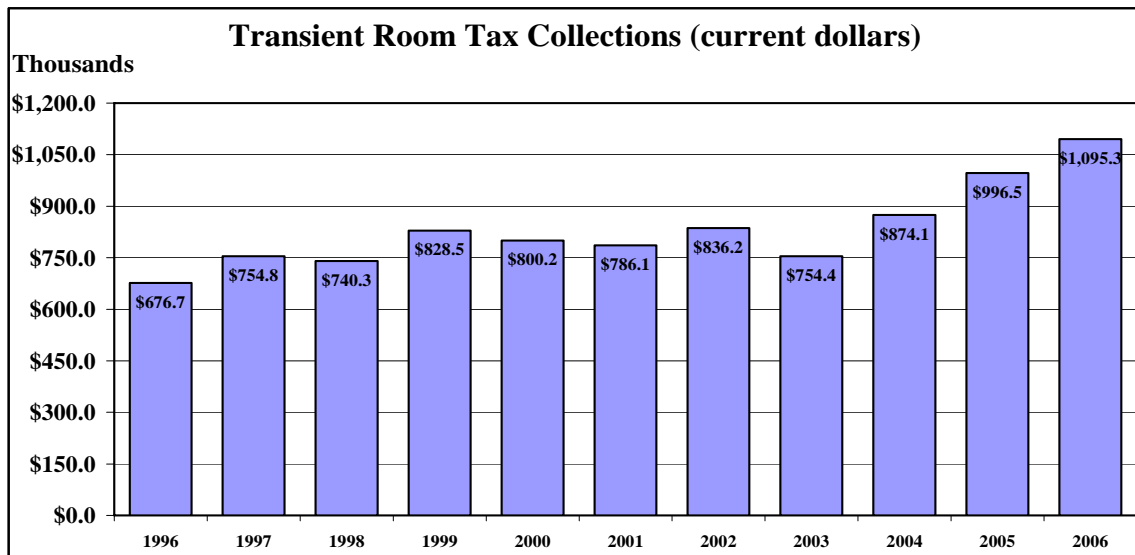
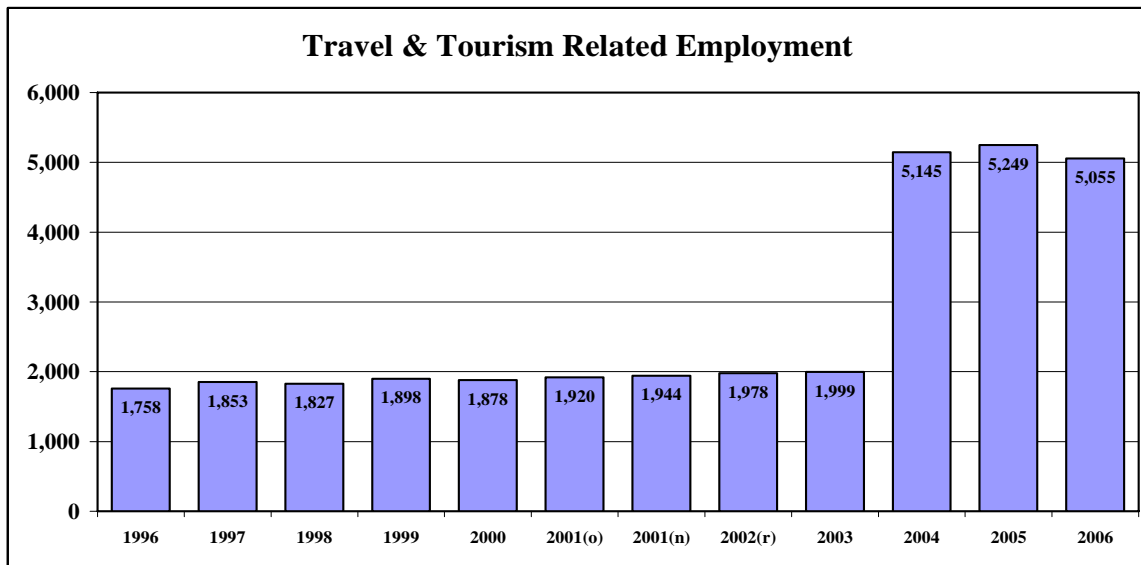
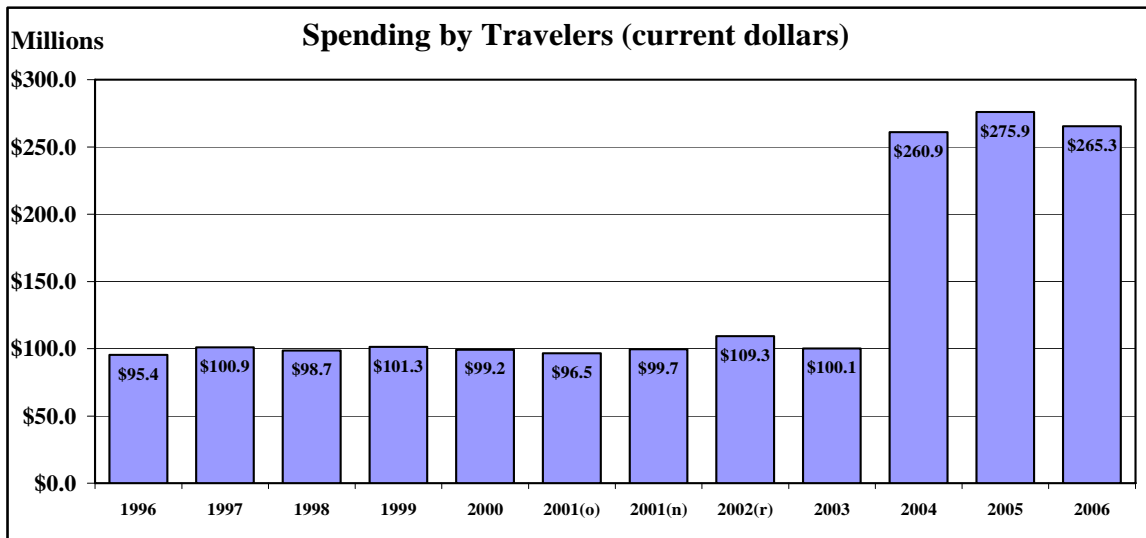
Land Ownership - 2006		No. of Acres	% Total
Total Acres in County		2,351,436	100.0%
Federal Government		1,690,481	71.9%
BLM		1,554,949	66.1%
US Forest Service		57,299	2.4%
National Park Service		76,603	3.3%
National Wildlife Refuge		--	--
Other•		1,630	0.1%
State Government		364,607	15.5%
Utah State Parks & Recreation		3,225	0.1%
Utah State Wildlife Reserves		8,607	0.4%
State Trust Lands		347,407	14.8%
Other••		5,368	0.2%
American Indian		198,083	8.4%
Private*		103,344	4.4%

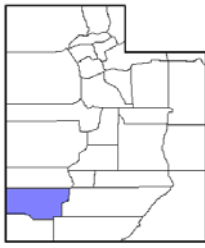
- Includes Military and Bankhead Jones land
- Includes State Sovereign and UDOT land
- *May include some local government land

Land Ownership - 2006



Grand County Tourism Profile



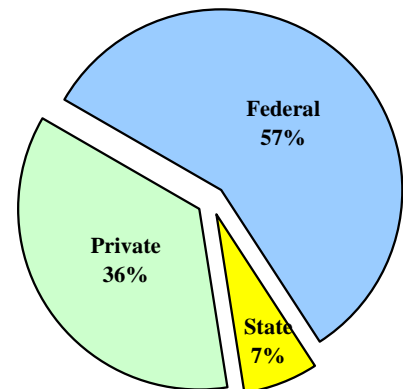


IRON COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	38,925	41,397	43,424	4.9%	9
Total Non-Ag Employment	14,783	15,809	16,801	6.3%	9
Non-Ag Avg Monthly Wage	\$1,835	\$1,913	\$2,056	7.5%	22
Per Capita Income	\$19,857	\$21,479	\$21,602	0.6%	25
Unemployment Rate	4.9%	3.8%	2.8%	-26.3%	24
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$144.1	\$147.2	\$133.0	-9.6%	9
Travel & Tourism Related Employment	2,842	2,801	2,533	-9.6%	9
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$4,822.8	\$4,986.2	\$4,521.1	-9.3%	9
Transient Room Tax	\$482.9	\$531.7	\$548.9	3.2%	9
Restaurant Tax	\$368.9	\$407.4	\$465.5	14.3%	8
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$456.5	\$597.1	\$673.9	12.9%	9
REGIONAL VISITATION COUNTS					
I-15 UT/AZ Traffic Count	7,586,525	7,971,600	8,004,450	0.4%	
Zion N.P.	2,674,162	2,586,659	2,514,490	-2.8%	
Bryce Canyon N.P.	987,250	1,017,680	890,673	-12.5%	
Quail Creek S.P.	164,945	165,702	108,482	-34.5%	
Cedar Breaks N.M.	516,329	505,046	453,382	-10.2%	
Grand Staircase-Escalante N.M.	649,232	613,228	695,866	13.5%	
Snow Canyon S.P.	287,132	200,562	255,643	27.5%	
Utah Shakespearean Festival	139,142	135,482	140,000	3.3%	
Minersville S.P.	NA	NA	NA	NA	
Iron Mission S.P.	17,139	13,176	18,498	40.4%	

Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	2,112,651	100.0%
Federal Government	1,215,132	57.5%
BLM	963,303	45.6%
US Forest Service	242,978	11.5%
National Parks	8,851	0.4%
National Wildlife Refuge	--	--
Other •	--	--
State Government	141,025	6.7%
Utah State Parks & Recreation	231	0.0%
Utah State Wildlife Reserves	8,069	0.4%
State Trust Lands	132,725	6.3%
Other ••	--	--
American Indian	2,503	0.1%
Private*	754,198	35.7%

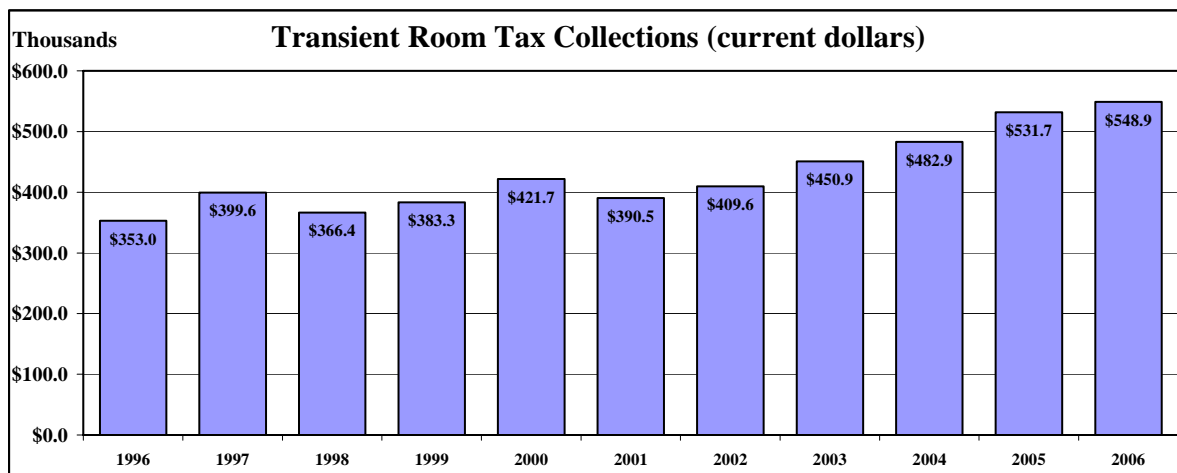
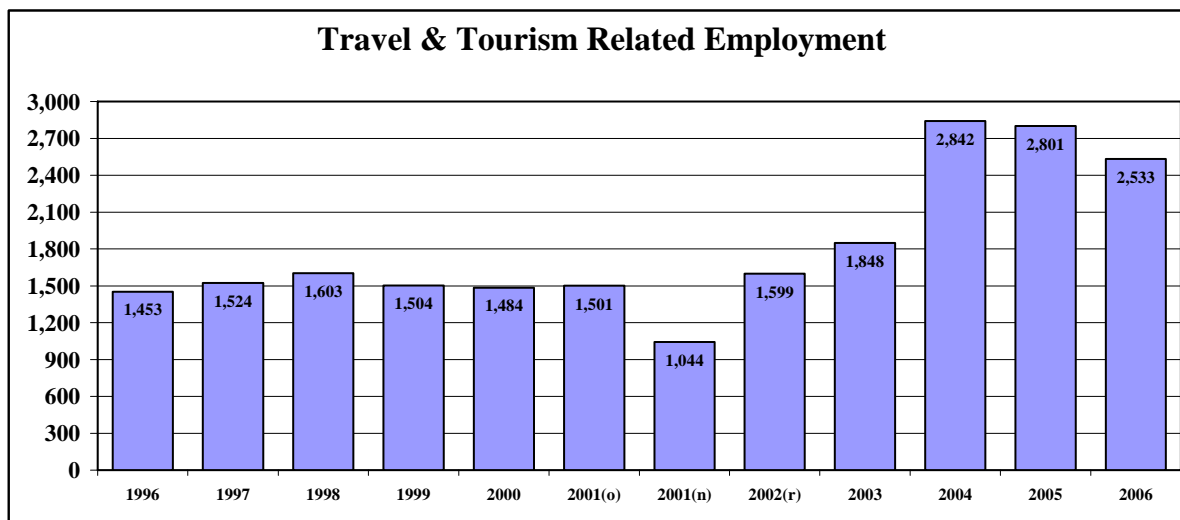
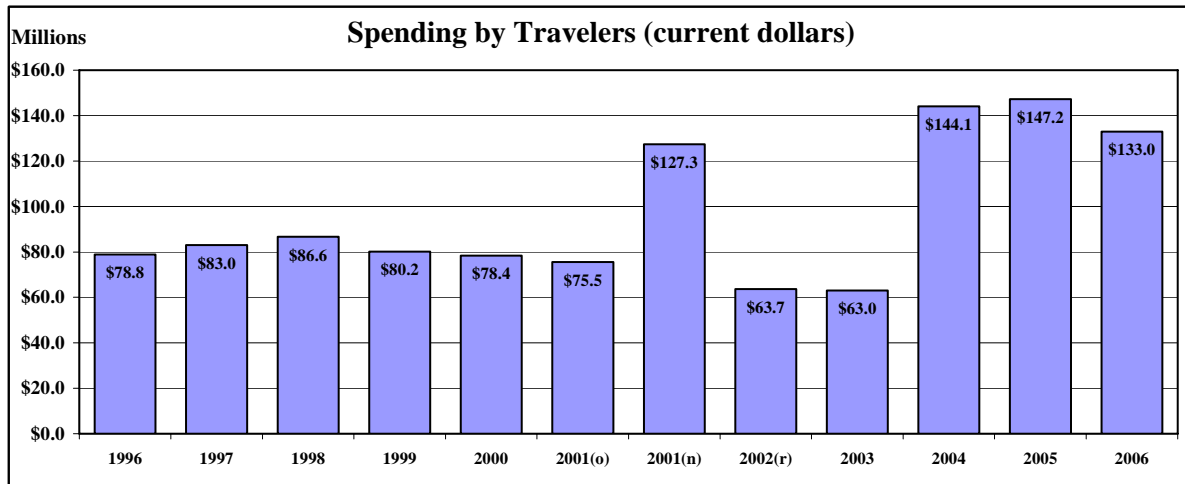
Land Ownership - 2006



- Includes Military and Bankhead Jones land
- Includes State Sovereign and UDOT land

*May include some local government land

Iron County Tourism Profile





JUAB COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	8,826	8,974	9,315	3.8%	20
Total Non-Ag Employment	2,813	3,099	3,543	14.3%	21
Non-Ag Avg Monthly Wage	\$2,019	\$2,202	\$2,529	14.9%	13
Per Capita Income	\$18,737	\$21,277	\$22,228	4.5%	29
Unemployment Rate	6.2%	4.6%	3.6%	-21.7%	7
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$19.2	\$18.1	\$15.1	-16.6%	25
Travel & Tourism Related Employment	378	344	288	-16.3%	24
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$641.2	\$612.5	\$514.1	-16.1%	25
Transient Room Tax	\$64.2	\$65.3	\$62.4	-4.4%	25
Restaurant Tax	\$80.4	\$80.8	\$79.5	-1.6%	20
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$81.4	\$164.2	\$77.8	-52.6%	23
REGIONAL VISITATION COUNTS					
Palisade S.P.	151,111	125,017	211,646	69.3%	
Yuba S.P.	92,149	138,233	122,964	-11.0%	
Fremont Indian S.P.	82,584	66,235	64,116	-3.2%	
Territorial Statehouse S.P.	38,109	34,894	46,794	34.1%	

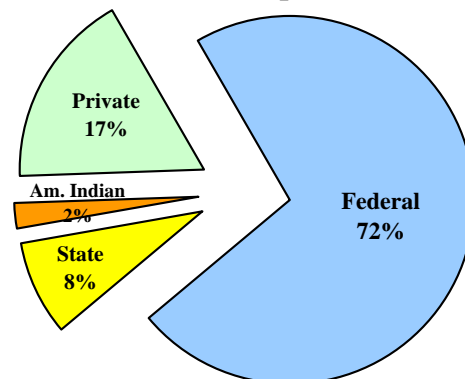
Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	2,171,438	100.0%
Federal Government	1,571,692	72.4%
BLM	1,438,149	66.2%
US Forest Service	117,447	5.4%
National Park Service	--	--
National Wildlife Refuge	15,832	0.7%
Other •	264	0.0%
State Government	182,223	8.4%
Utah State Parks & Recreation	81	0.0%
Utah State Wildlife Reserves	14,010	0.6%
State Trust Lands	168,110	7.7%
Other ••	22	0.0%
American Indian	44,827	2.1%
Private*	376,225	17.3%

• Includes Military and Bankhead Jones land

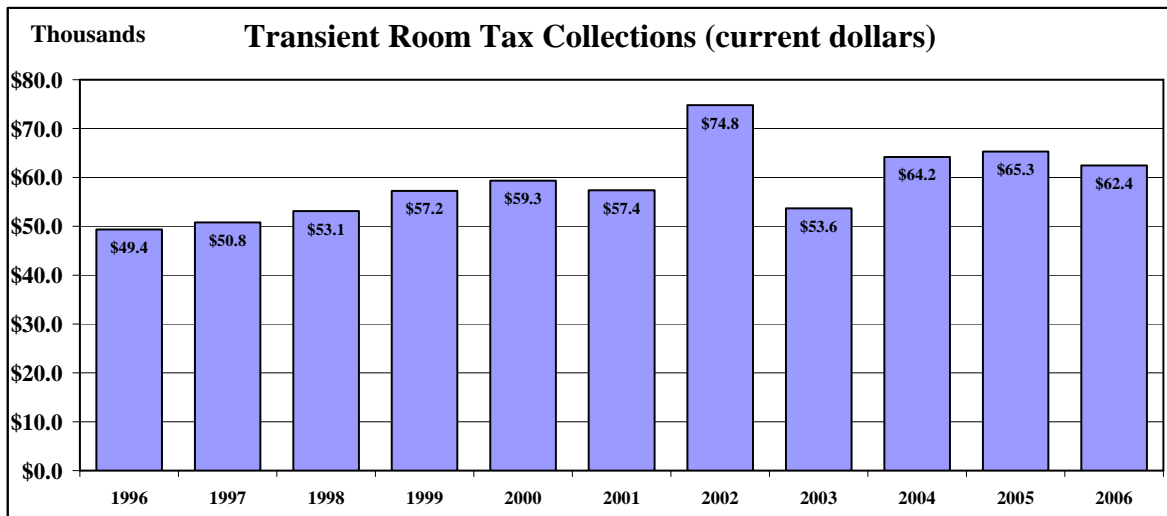
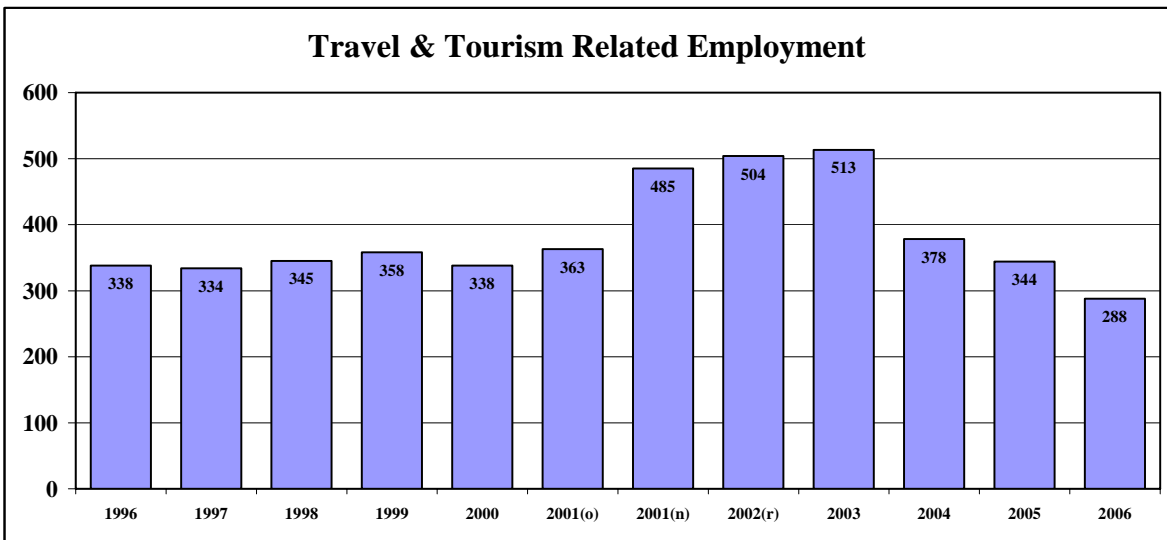
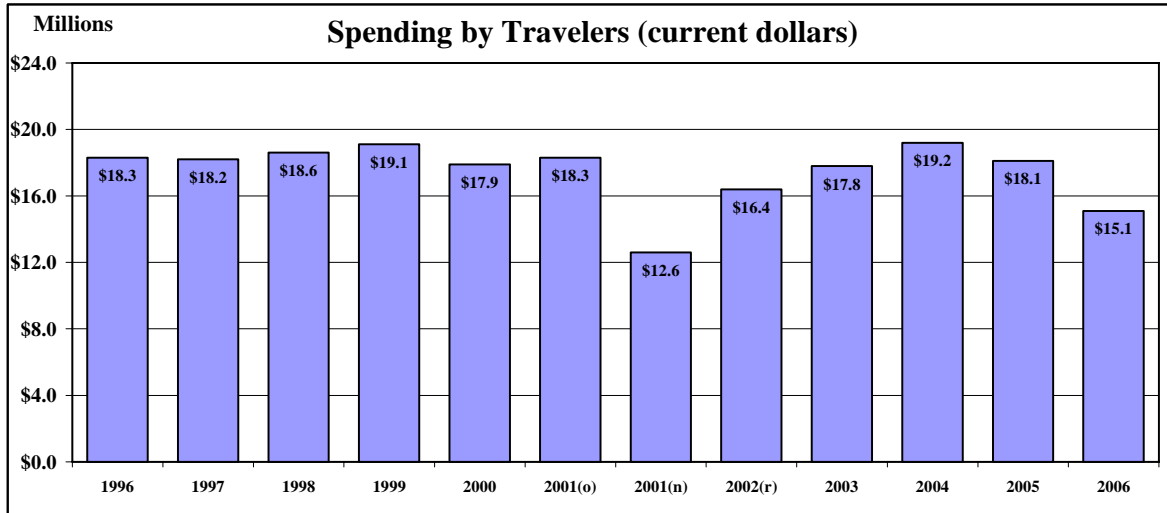
•• Includes State Sovereign and UDOT land

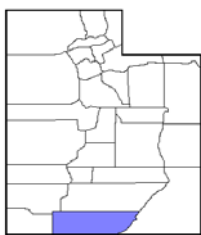
*May include some local government land

Land Ownership - 2006



Juab County Tourism Profile





KANE COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	6,056	6,211	6,294	1.3%	24
Total Non-Ag Employment	2,842	2,882	3,092	7.3%	22
Non-Ag Avg Monthly Wage	\$1,648	\$1,820	\$1,943	6.8%	25
Per Capita Income	\$24,636	\$28,747	\$28,578	-0.6%	7
Unemployment Rate	5.7%	4.6%	3.5%	-23.9%	10
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$92.8	\$96.6	\$90.2	-6.6%	10
Travel & Tourism Related Employment	1,829	1,838	1,718	-6.5%	10
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$3,104.0	\$3,271.4	\$3,065.6	-6.3%	10
Transient Room Tax	\$310.8	\$348.8	\$372.2	6.7%	10
Restaurant Tax	\$86.9	\$94.3	\$100.5	6.6%	17
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$100.7	\$114.1	\$132.2	15.9%	21
REGIONAL VISITATION COUNTS					
I-15 UT/AZ Traffic Count	7,586,525	7,971,600	8,004,450	0.4%	
SR-11 UT/AZ Traffic Count	1,483,725	1,511,100	1,554,900	2.9%	
SR-89 UT/AZ Traffic Count	1,138,800	1,164,350	1,244,650	6.9%	
Glen Canyon N.R.A.	1,837,074	1,908,723	1,876,668	-1.7%	
Zion N.P.	2,674,162	2,585,659	2,514,490	-2.8%	
Bryce Canyon N.P.	987,250	1,017,680	890,673	-12.5%	
Cedar Breaks N.M.	516,329	505,046	453,382	-10.2%	
Grand Staircase-Escalante N.M.	649,232	613,228	695,866	13.5%	
Coral Pink Sand Dunes S.P.	122,832	65,270	66,468	1.8%	
Kodachrome Basin S.P.	59,463	49,700	49,804	0.2%	

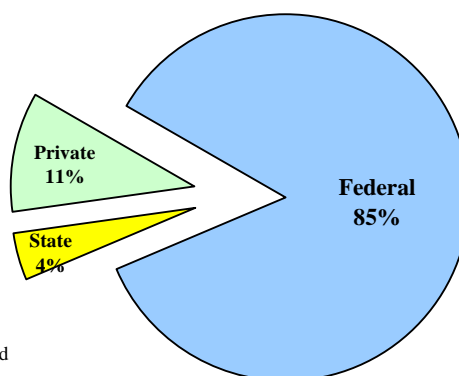
Land Ownership - 2006		No. of Acres	% Total
Total Acres in County		2,553,438	100.0%
Federal Government		2,177,845	85.3%
BLM		1,654,753	64.8%
US Forest Service		123,135	4.8%
National Park Service		399,957	15.7%
National Wildlife Refuge		--	--
Other •		--	--
State Government		106,510	4.2%
Utah State Parks & Recreation		5,963	0.2%
Utah State Wildlife Reserves		266	0.0%
State Trust Lands		100,281	3.9%
Other ••		--	--
American Indian		--	--
Private*		269,808	10.6%

• Includes Military and Bankhead Jones land

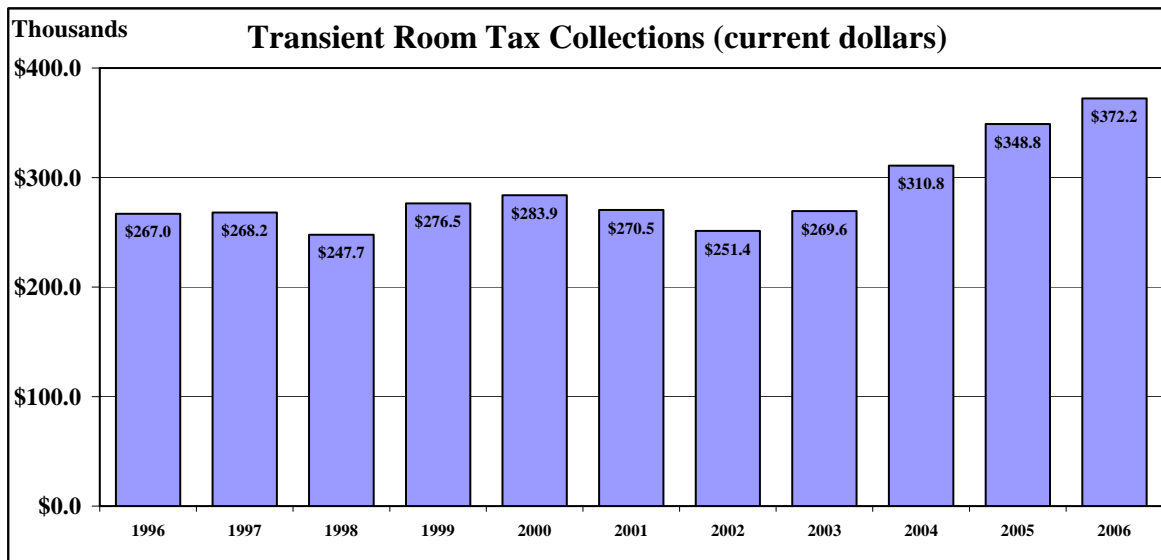
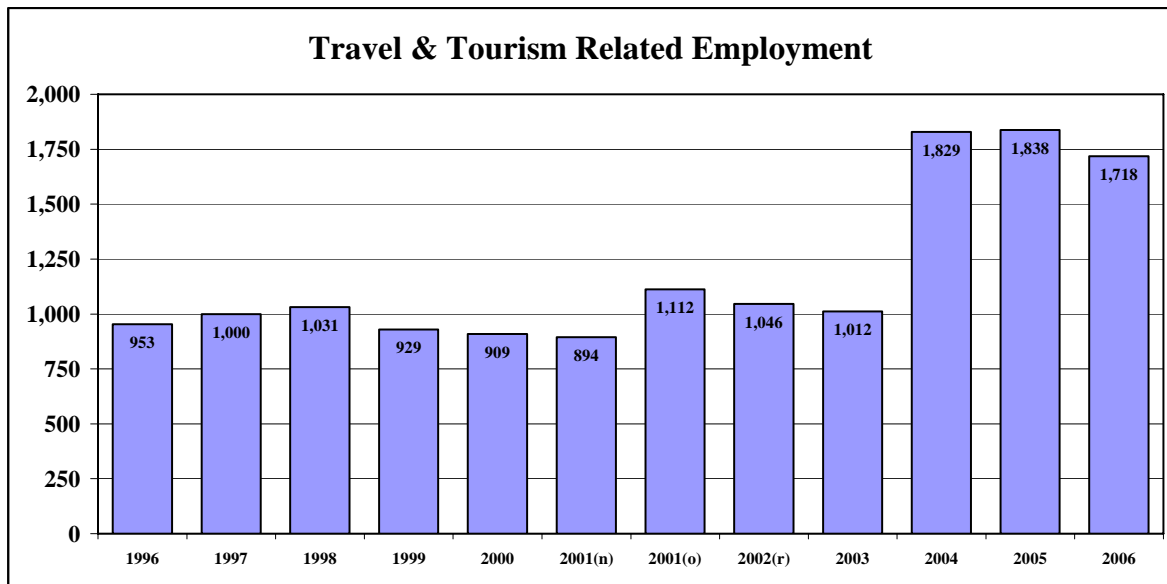
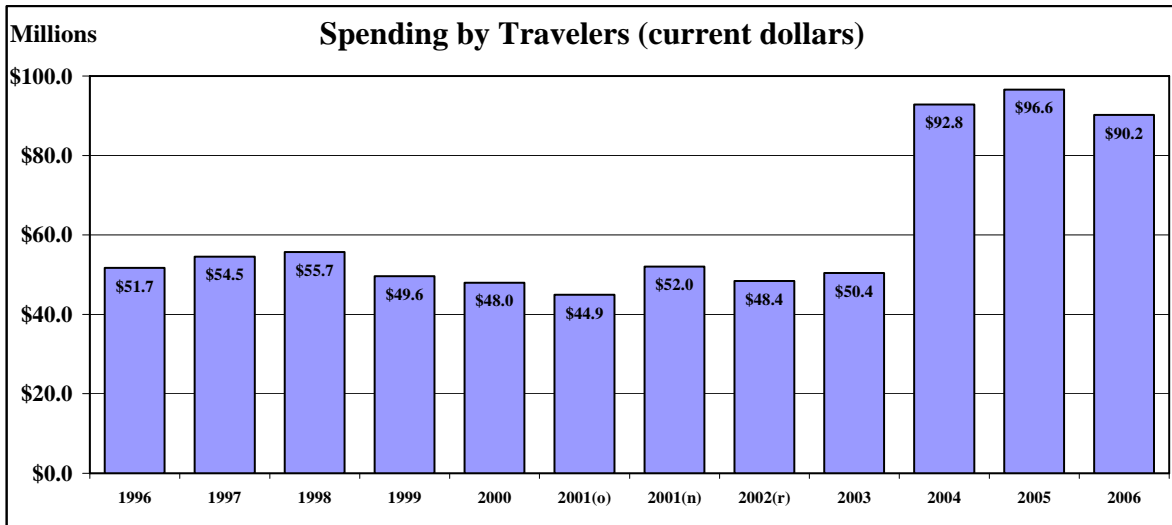
*May include some local government land

•• Includes State Sovereign and UDOT land

Land Ownership - 2006



Kane County Tourism Profile



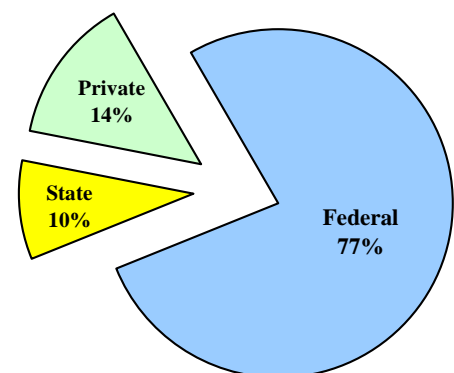


MILLARD COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	13,127	13,171	13,230	0.4%	18
Total Non-Ag Employment	3,824	3,854	3,922	1.8%	20
Non-Ag Avg Monthly Wage	\$2,451	\$2,455	\$2,557	4.2%	12
Per Capita Income	\$21,382	\$23,282	\$23,977	3.0%	18
Unemployment Rate	5.2%	4.0%	2.9%	-27.5%	21
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$24.5	\$24.0	\$24.5	2.1%	21
Travel & Tourism Related Employment	484	456	467	2.4%	21
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$821.3	\$812.1	\$833.7	2.7%	21
Transient Room Tax	\$82.2	\$86.6	\$101.2	16.9%	21
Restaurant Tax	--	--	--	--	--
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$135.4	\$137.5	\$152.4	10.8%	19
REGIONAL VISITATION COUNTS					
Capitol Reef N.P.	551,910	550,253	513,702	-6.6%	
Palisade S.P.	151,111	125,017	211,646	69.3%	
Yuba S.P.	92,149	138,233	122,964	-11.0%	
Fremont Indian S.P.	82,584	66,235	64,116	-3.2%	
Territorial Statehouse S.P.	38,109	34,894	46,794	34.1%	

Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	4,251,149	100.0%
Federal Government	3,375,203	79.4%
BLM	3,007,407	70.7%
US Forest Service	367,796	8.7%
National Park Service	--	--
National Wildlife Refuge	--	--
Other •	--	--
State Government	405,458	9.5%
Utah State Parks & Recreation	--	--
Utah State Wildlife Reserves	27,135	0.6%
State Trust Lands	378,323	8.9%
Other ••	--	--
American Indian	1,157	0.0%
Private*	590,584	13.9%

Land Ownership - 2006

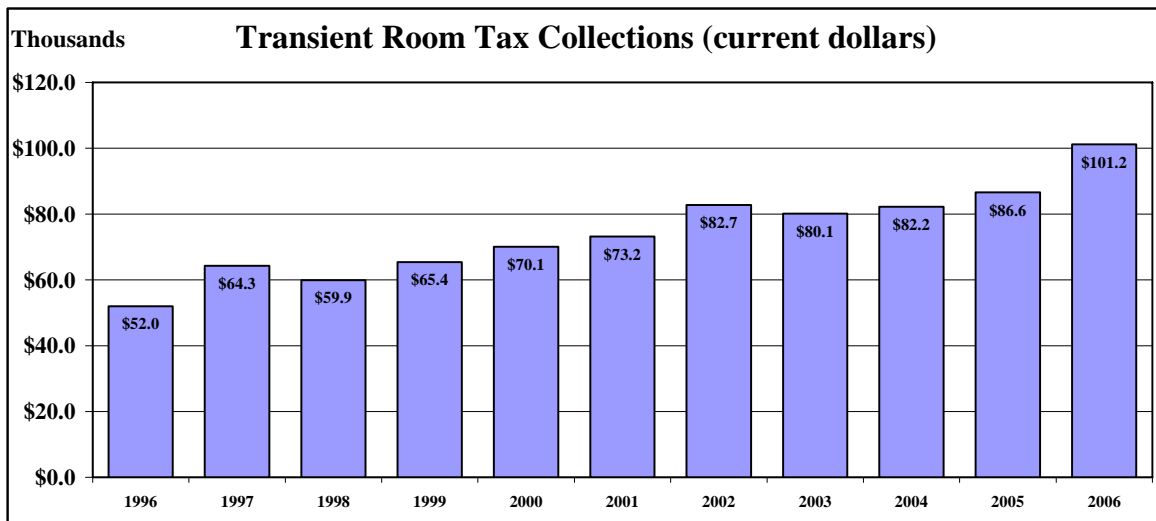
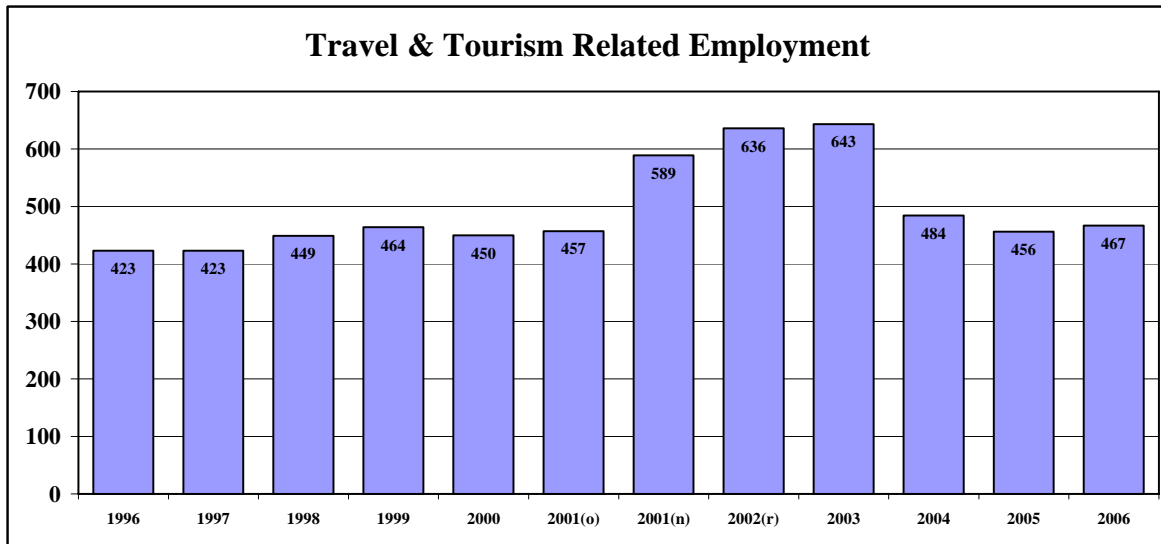
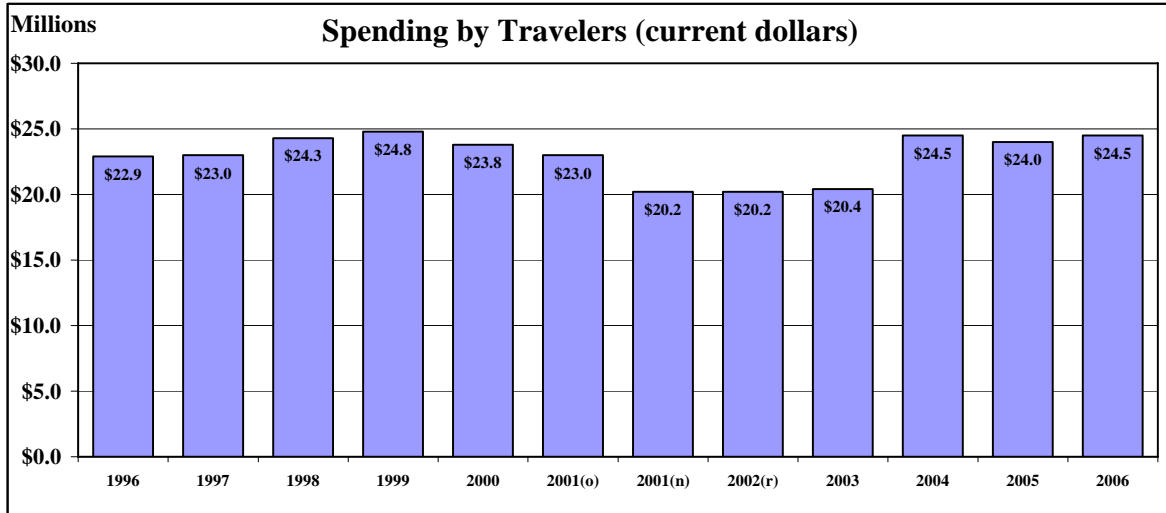


• Includes Military and Bankhead Jones land

*May include some local government land

•• Includes State Sovereign and UDOT land

Millard County Tourism Profile





MORGAN COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	8,249	8,516	8,888	4.4%	22
Total Non-Ag Employment	1,881	1,860	1,867	0.4%	25
Non-Ag Avg Monthly Wage	\$2,139	\$2,237	\$2,365	5.7%	14
Per Capita Income	\$23,601	\$24,715	\$25,562	3.4%	11
Unemployment Rate	4.9%	4.3%	3.0%	-30.2%	18
SPENDING & EMPLOYMENT					
Spending by Travelers (Thousands)	\$5,008	\$3,771	\$4,845	28.5%	29
Travel & Tourism Related Employment	167	165	169	2.4%	28
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$168	\$128	\$165	28.9%	28
Transient Room Tax	\$1.5	\$1.4	\$2.8	100.0%	29
Restaurant Tax	\$27.0	\$27.6	\$37.3	35.1%	23
Car Rental Tax	\$6.4	\$6.7	\$7.5	11.9%	NA
Gross Taxable Retail Sales (millions)	\$54.5	\$57.9	\$66.1	14.2%	24
REGIONAL VISITATION COUNTS					
I-80 UT/WY Traffic Count	4,480,375	4,557,025	4,609,950	1.2%	
Lagoon Amusement Park	1,100,000	1,100,000	1,200,000	9.1%	
Willard Bay S.P.	138,868	244,049	325,933	33.6%	
This Is The Place S.P.	380,000	355,600	88,500	-75.1%	
Antelope Island S.P.	257,196	270,884	250,886	-7.4%	
Great Salt Lake S.P.	87,170	57,966	138,763	139.4%	
Rockport S.P.	184,504	172,783	117,683	-31.9%	
East Canyon S.P.	56,641	55,904	95,543	70.9%	
Golden Spike N.H.S.	46,189	40,156	45,341	12.9%	
Ft. Buenaventura S.P.	NA	NA	NA	NA	

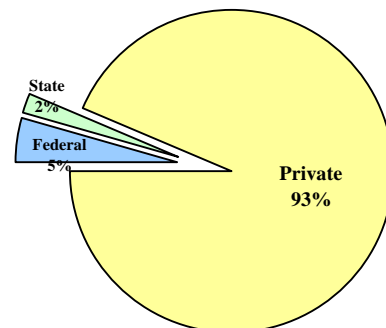
Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	389,696	100.0%
Federal Government	17,186	4.4%
BLM	741	0.2%
US Forest Service	16,445	4.2%
National Park Service	--	--
National Wildlife Refuge	--	--
Other •	--	--
State Government	8,080	2.1%
Utah State Parks & Recreation	841	0.2%
Utah State Wildlife Reserves	7,239	1.9%
State Trust Lands	--	--
Other ••	--	--
American Indian	--	--
Private*	364,439	93.5%

• Includes Military and Bankhead Jones land

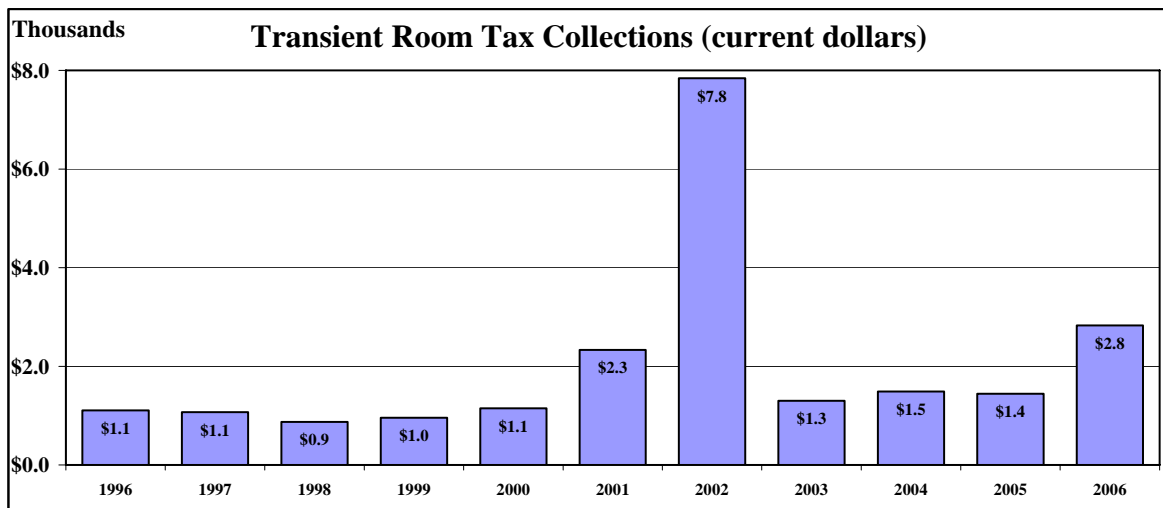
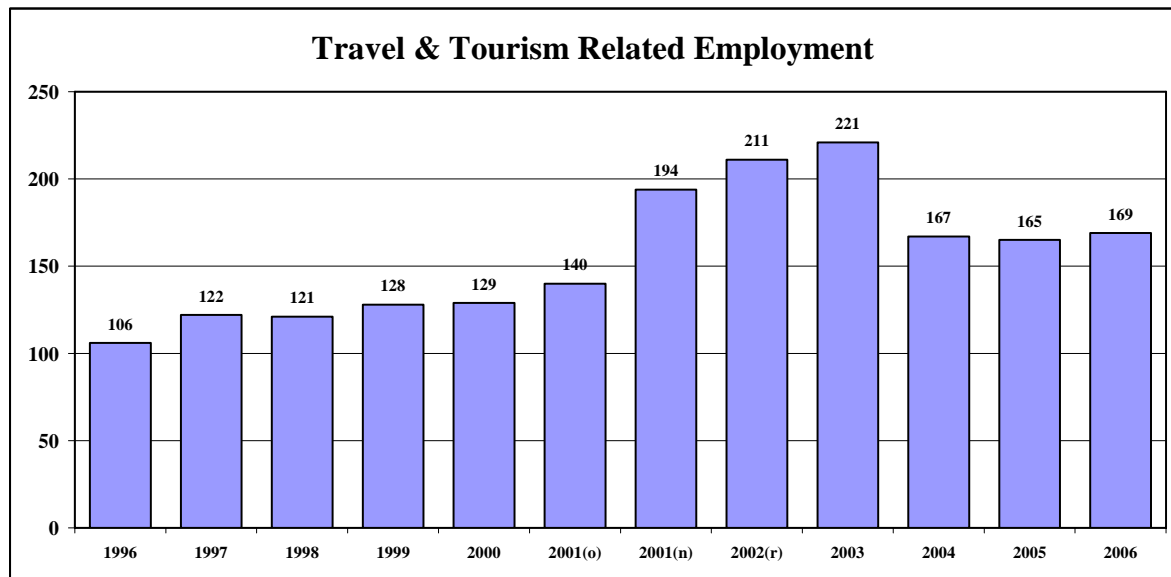
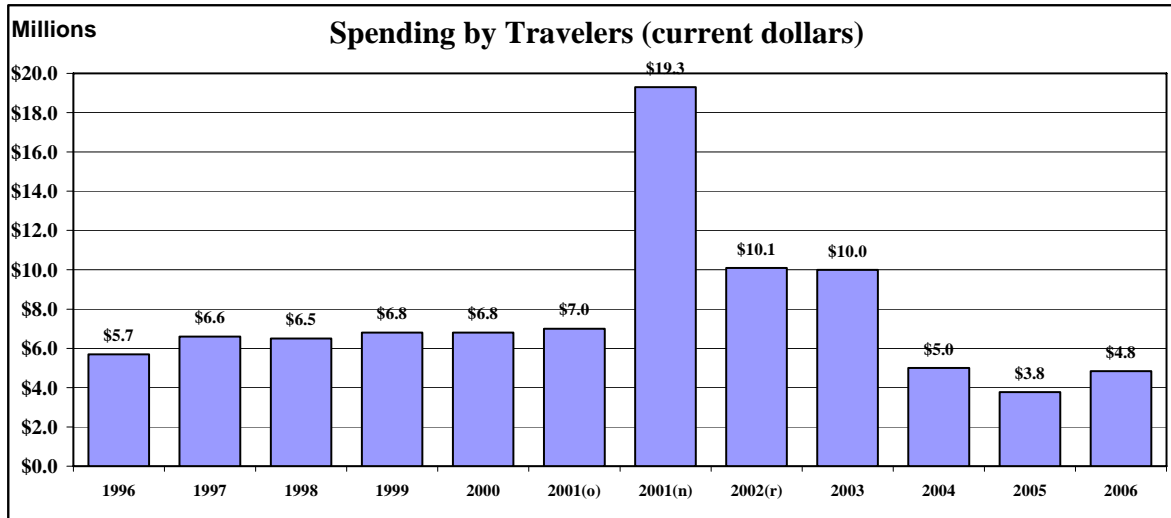
•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2006



Morgan County Tourism Profile





PIUTE COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	1,366	1,368	1,373	0.4%	28
Total Non-Ag Employment	320	318	332	4.4%	29
Non-Ag Avg Monthly Wage	\$1,621	\$1,809	\$1,770	-2.2%	28
Per Capita Income	\$20,890	\$24,176	\$24,290	0.5%	17
Unemployment Rate	4.5%	4.1%	3.1%	-24.4%	15
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$4.7	\$3.2	\$3.6	12.5%	28
Travel & Tourism Related Employment	93	61	68	11.5%	27
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$157	\$109	\$121	11.0%	29
Transient Room Tax	\$15.8	\$11.6	\$14.7	26.7%	28
Restaurant Tax	--	--	\$2	NA	26
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$6.2	\$6.4	\$7.8	21.9%	29
REGIONAL VISITATION COUNTS					
Grand Staircase-Escalante N.M.	649,232	613,228	695,866	13.5%	
Capitol Reef N.P.	551,910	550,253	513,702	-6.6%	
Fremont Indian S.P.	82,584	66,235	64,116	-3.2%	
Otter Creek S.P.	33,958	43,689	65,267	49.4%	
Piute S.P.	8,502	21,990	29,609	34.6%	

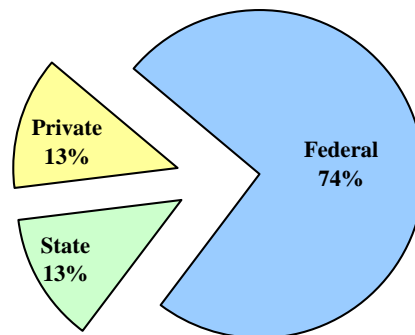
Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	484,661	100.0%
Federal Government	359,885	74.3%
BLM	163,540	33.7%
US Forest Service	196,345	40.5%
National Park Service	--	--
National Wildlife Refuge	--	--
Other •	--	--
State Government	61,986	12.8%
Utah State Parks & Recreation	--	--
Utah State Wildlife Reserves	4,683	1.0%
State Trust Lands	57,303	11.8%
Other ••	--	--
American Indian	--	--
Private*	62,798	13.0%

• Includes Military and Bankhead Jones land

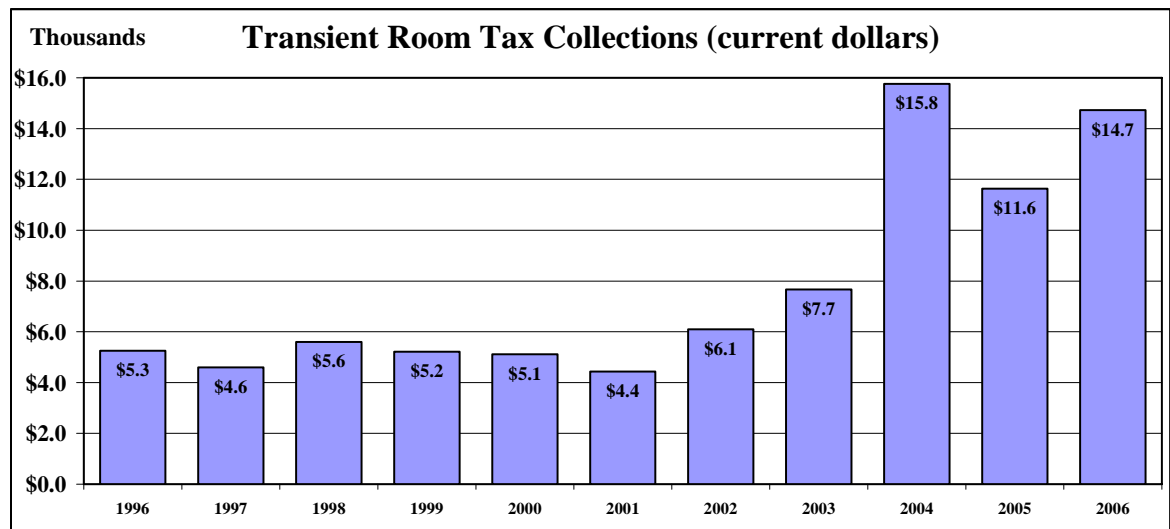
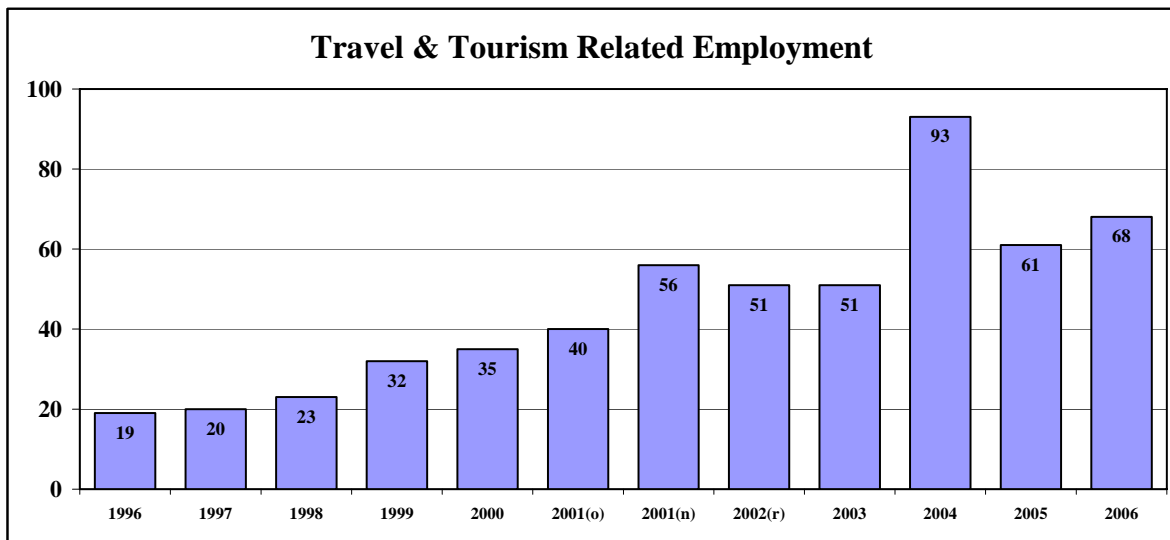
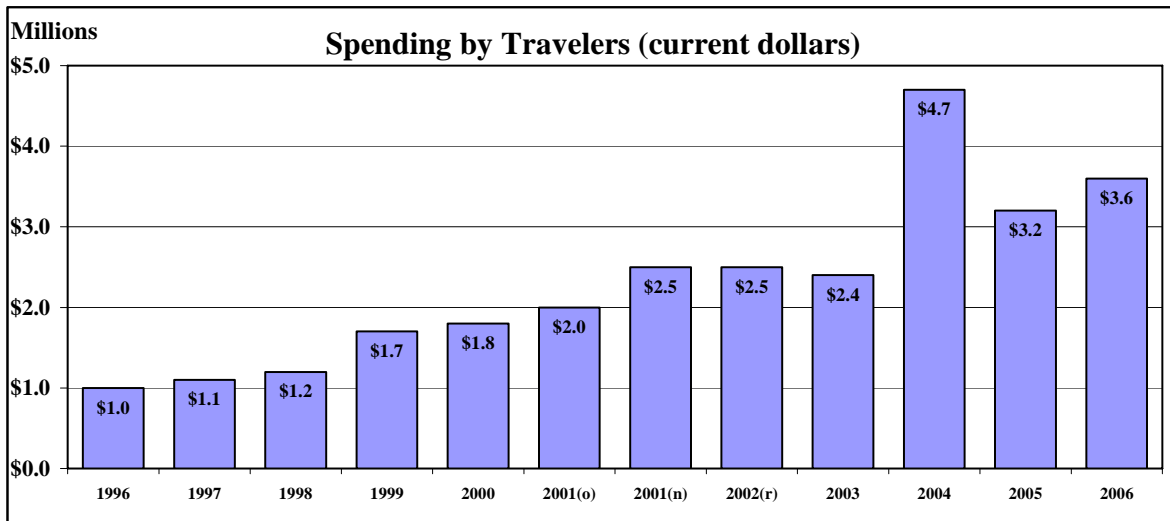
•• Includes State Sovereign and UDOT land

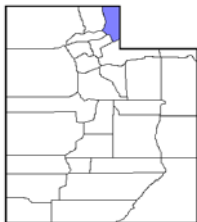
*May include some local government land

Land Ownership - 2006



Piute County Tourism Profile





RICH COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	2,069	2,062	2,121	2.9%	27
Total Non-Ag Employment	673	652	719	10.3%	27
Non-Ag Avg Monthly Wage	\$1,452	\$1,588	\$1,719	8.2%	29
Per Capita Income	\$24,830	\$27,353	\$28,281	3.4%	9
Unemployment Rate	3.4%	3.0%	2.3%	-23.3%	29
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$15.7	\$22.2	\$12.1	-45.5%	26
Travel & Tourism Related Employment	309	422	231	-45.3%	25
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$523.9	\$751.6	\$412.2	-45.2%	26
Transient Room Tax	\$52.5	\$80.1	\$50.0	-37.6%	26
Restaurant Tax	-\$61.6	\$0.00*	\$29.4	N/A	24
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$18.5	\$21.5	\$24.3	13.0%	27
REGIONAL VISITATION COUNTS					
SR-89 UT/ID Traffic Count	907,025	748,250	618,675	-17.3%	
Bear Lake	45,228	105,849	232,825	120.0%	

* In 2005 Rich County had to return restaurant tax revenue due to monies incorrectly received from other counties in previous years

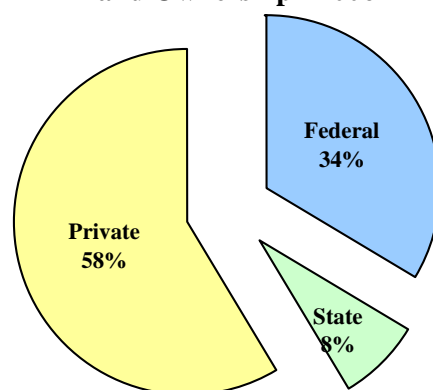
Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	658,052	100.0%
Federal Government	221,747	33.7%
BLM	171,587	26.1%
US Forest Service	50,160	7.6%
National Park Service	--	--
National Wildlife Refuge	--	--
Other •	--	--
State Government	50,964	7.7%
Utah State Parks & Recreation	706	0.1%
Utah State Wildlife Reserves	2,437	0.4%
State Trust Lands	47,821	7.3%
Other ••	--	--
American Indian	--	--
Private*	386,808	58.8%

• Includes Military and Bankhead Jones land

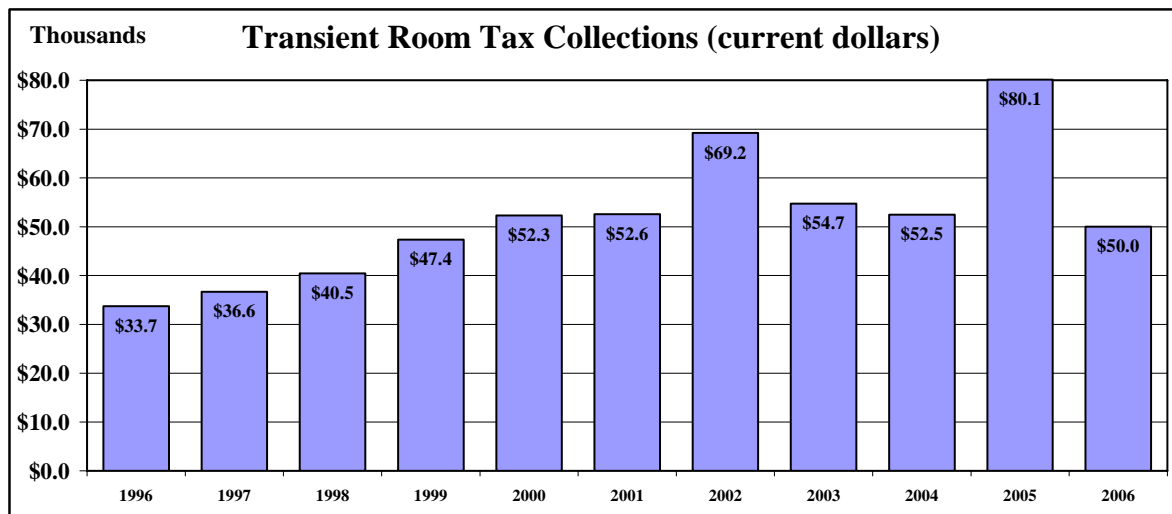
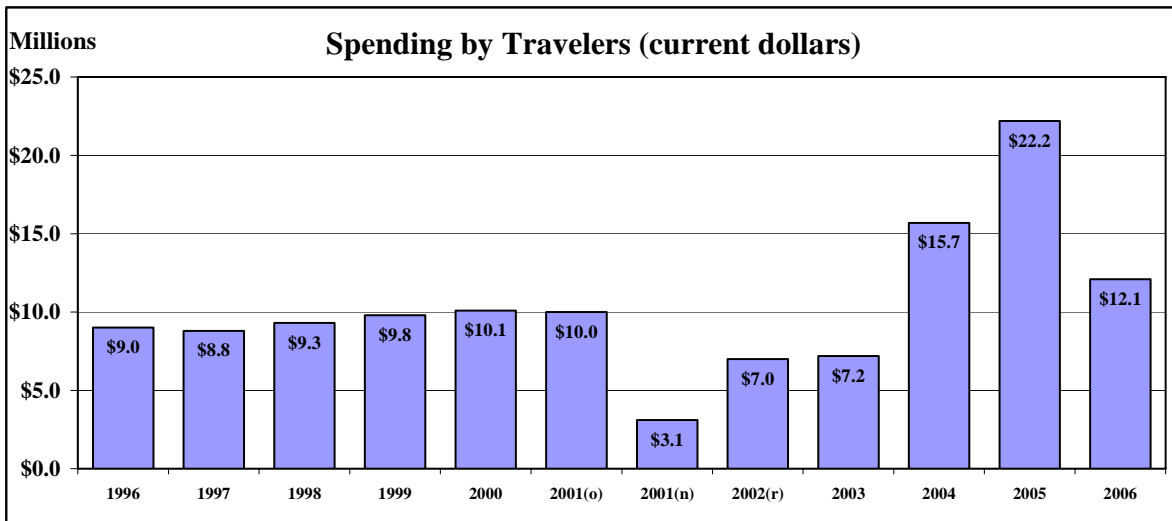
•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2006



Rich County Tourism Profile





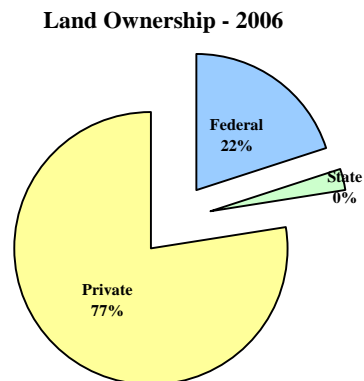
SALT LAKE COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	955,166	978,285	996,374	1.8%	1
Total Non-Ag Employment	535,348	555,322	579,827	4.4%	1
Non-Ag Avg Monthly Wage	\$2,956	\$3,063	\$3,212	4.9%	3
Per Capita Income	\$30,451	\$32,983	\$34,272	3.9%	2
Unemployment Rate	5.4%	4.4%	2.9%	-34.1%	22
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$2,286.0	\$2,288.0	\$2,430.0	6.2%	1
Travel & Tourism Related Employment	45,005	43,444	46,181	6.3%	1
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$76,479.0	\$77,509.0	\$82,553.0	6.5%	1
Transient Room Tax	\$7,673.3	\$8,277.3	\$10,040.1	21.3%	1
Restaurant Tax	\$12,378.8	\$13,086.9	\$14,361.5	9.7%	1
Car Rental Tax	\$8,206.1	\$8,472.9	\$9,547.4	12.7%	1
Gross Taxable Retail Sales (millions)	\$16,576.6	\$18,010.9	\$20,328.8	12.9%	1
REGIONAL VISITATION COUNTS					
SLCVB Information Centers	753,356	NA	NA	NA	
Council Hall Welcome Center	612,004	32,261	22,453	-30.4%	
S.L. Airport Passengers	18,352,495	22,237,936	21,557,646	-3.1%	
Skier Days at Utah Resorts	3,429,141	3,895,578	4,062,188	4.3%	
L.D.S. Family History Research Ctrs.	676,180	494,456	572,270	15.7%	
Utah's Hogle Zoo	728,454	800,521	847,831	5.9%	
This Is The Place H.P.	380,000	355,600	88,500	-75.1%	
L.D.S. Museum of History and Art	202,720	437,823	210,613	-51.9%	
Bingham Canyon Copper Mine	155,743	153,947	NA	NA	
Great Salt Lake S.P.	87,170	57,966	138,763	139.4%	
Clark Planetarium	344,446	352,835	365,744	3.7%	
Children's Museum of Utah	99,719	106,100	NA	NA	
Utah Museum of Natural History	69,459	61,933	75,387	21.7%	
Utah Museum of Fine Arts	68,702	64,502	NA	NA	

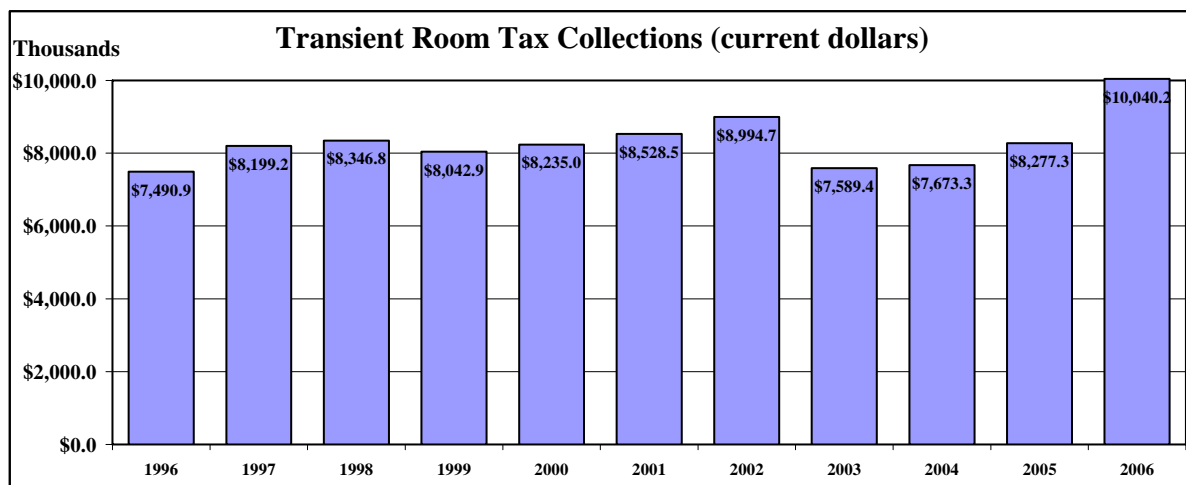
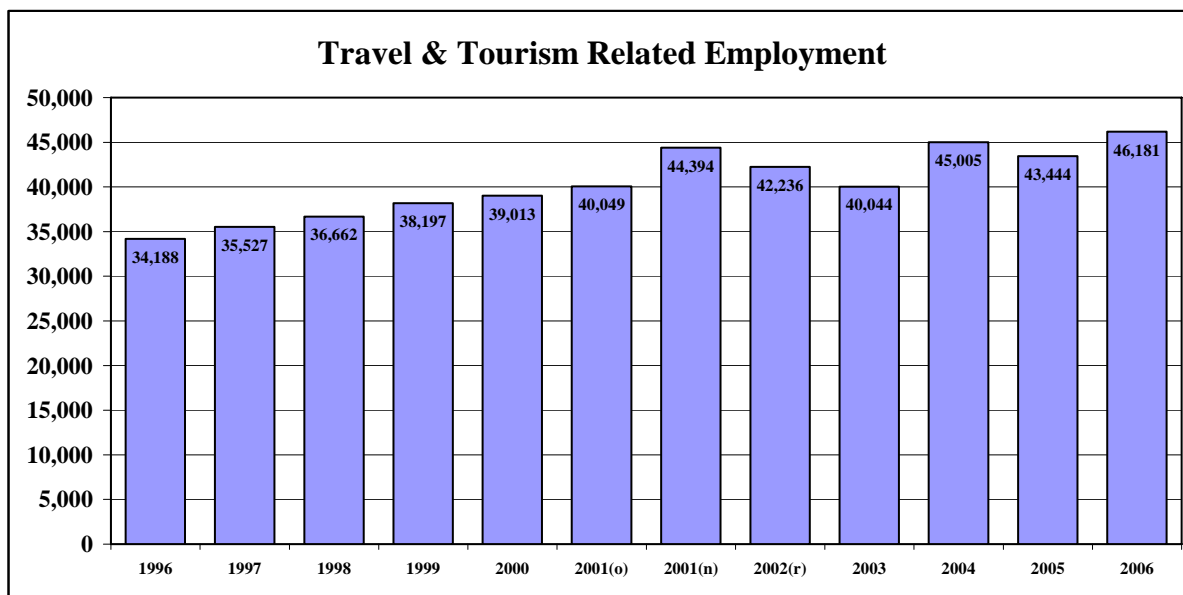
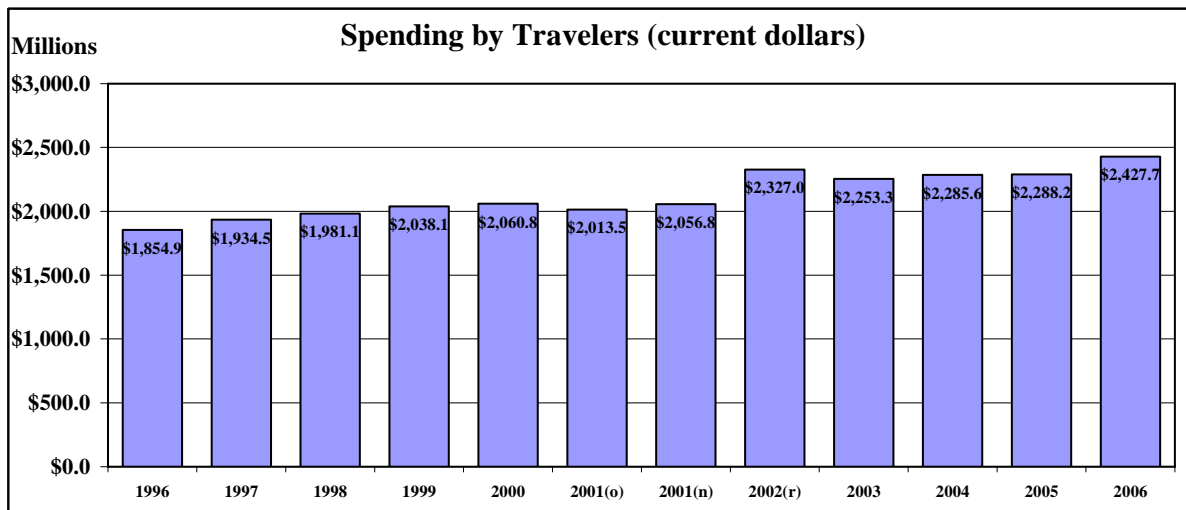
Land Ownership - 2006		No. of Acres	% Total
Total Acres in County		481,870	100.0%
Federal Government		98,291	20.4%
BLM		2,034	0.4%
US Forest Service		88,991	18.5%
National Park Service		--	--
National Wildlife Refuge		--	--
Other •		7,266	1.5%
State Government		11,872	2.5%
Utah State Parks & Recreation		274	0.1%
Utah State Wildlife Reserves		1,262	0.3%
State Trust Lands		277	0.1%
Other ••		10,059	2.1%
American Indian		--	--
Private*		381,764	79.2%

- Includes Military and Bankhead Jones land
- Includes State Sovereign and UDOT land

*May include some local government land



Salt Lake County Tourism Profile



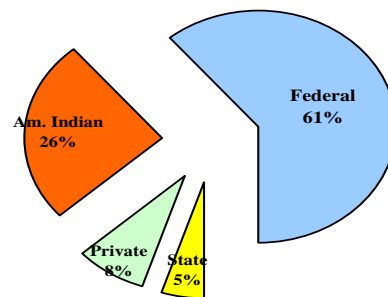


SAN JUAN COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	14,353	14,571	14,647	0.5%	17
Total Non-Ag Employment	3,935	3,929	4,086	4.0%	18
Non-Ag Avg Monthly Wage	\$2,030	\$2,041	\$2,126	4.2%	21
Per Capita Income	\$14,913	\$15,854	\$16,694	5.3%	28
Unemployment Rate	10.0%	7.6%	6.0%	-21.1%	1
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$68.7	\$68.8	\$64.8	-5.8%	14
Travel & Tourism Related Employment	1,267	1,309	1,235	-5.7%	14
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$2,299.1	\$2,330.9	\$2,203.2	-5.5%	14
Transient Room Tax	\$230.2	\$248.6	\$267.5	7.6%	14
Restaurant Tax	--	--	--	--	--
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$86.0	\$98.9	\$133.0	34.5%	20
REGIONAL VISITATION COUNTS					
SR 491 UT/CO Traffic Count	784,750	795,700	837,675	5.3%	
SR 163 UT/AZ Traffic Count	636,925	658,825	713,575	8.3%	
SR 162 UT/CO Traffic Count	642,400	664,300	720,875	8.5%	
SR 191 UT/AZ Traffic Count	392,375	394,200	401,500	1.9%	
Glen Canyon N.R.A.	1,837,074	1,908,723	1,876,668	-1.7%	
Canyonlands N.P.	371,706	393,672	413,587	5.1%	
Monument Valley Navajo Tribal Park	278,000	303,000	273,800	-9.6%	
Rainbow Bridge N.M.	73,675	80,999	87,642	8.2%	
Dead Horse Point S.P.	145,800	137,265	169,206	23.3%	
Natural Bridges N.M.	96,099	121,244	91,284	-24.7%	
Hovenweep N.M.	26,851	26,658	26,341	-1.2%	
Goosenecks S.P.	46,065	58,910	40,761	-30.8%	
Edge of the Cedars S.P.	15,513	10,446	17,420	66.8%	

Land Ownership - 2006		No. of Acres	% Total
Total Acres in County		5,005,848	100.0%
Federal Government		3,054,069	61.0%
BLM		2,075,262	41.5%
US Forest Service		449,910	9.0%
National Park Service		528,897	10.6%
National Wildlife Refuge		--	--
Other •		--	--
State Government		261,791	5.2%
Utah State Parks & Recreation		1,109	0.0%
Utah State Wildlife Reserves		--	--
State Trust Lands		260,682	5.2%
Other ••		--	--
American Indian		1,279,606	25.6%
Private*		412,893	8.2%

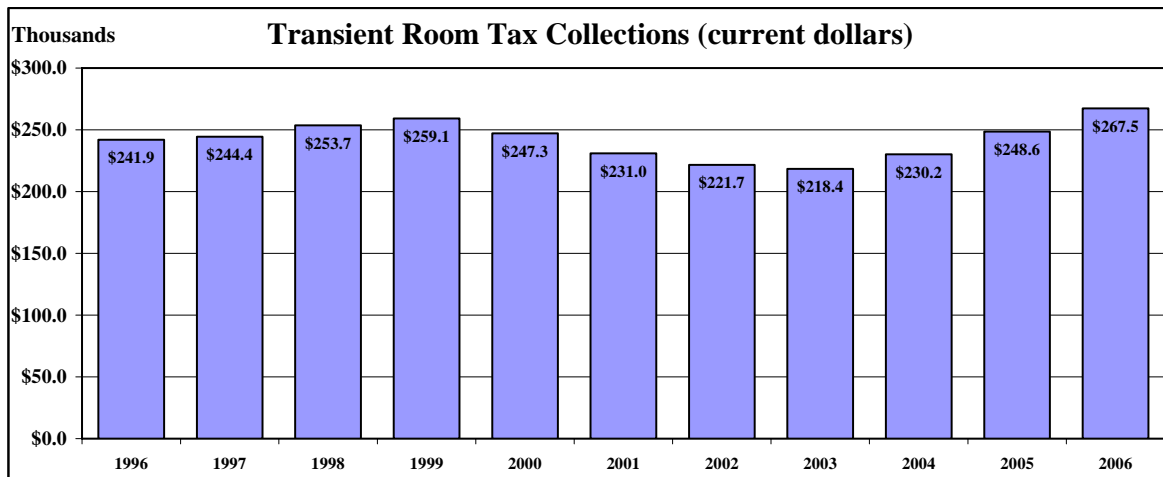
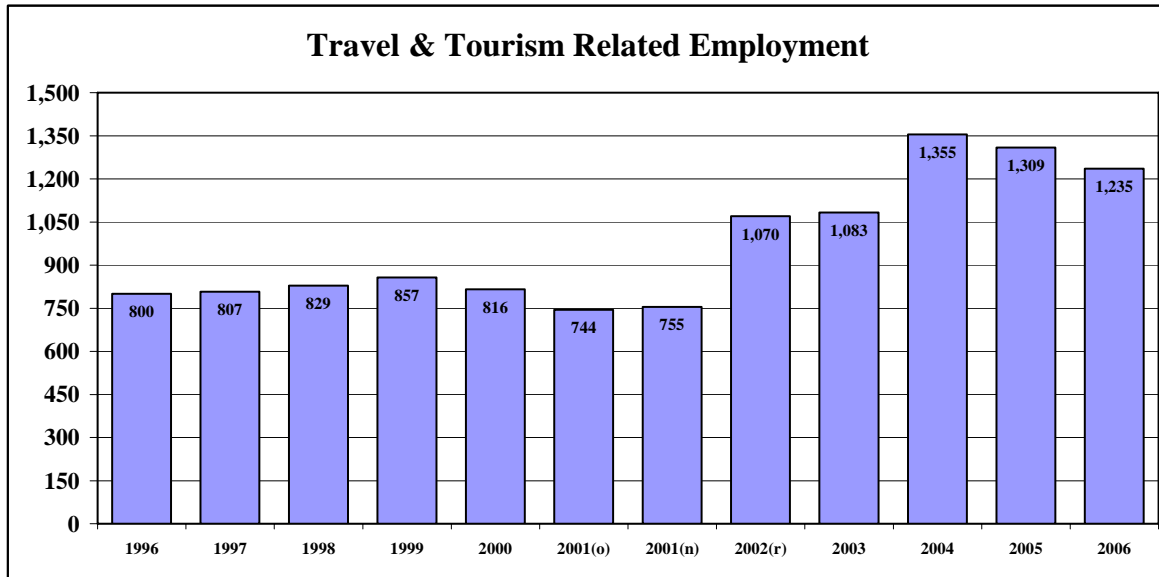
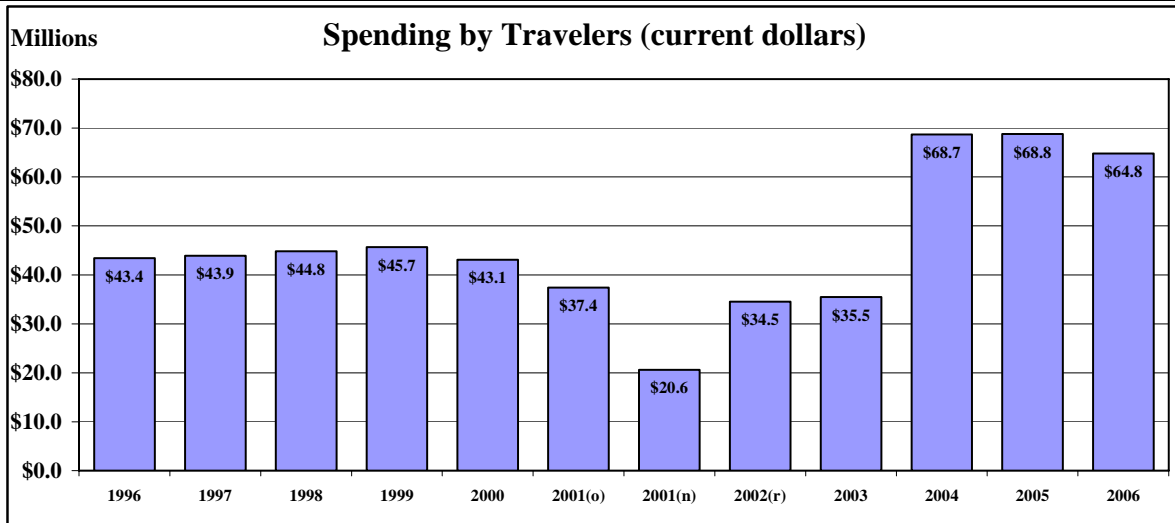
Land Ownership - 2006



- Includes Military and Bankhead Jones land
- Includes State Sovereign and UDOT land

*May include some local government land

San Juan County Tourism Profile





SANPETE COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	25,043	25,454	25,799	1.4%	12
Total Non-Ag Employment	6,907	7,025	7,162	2.0%	14
Non-Ag Avg Monthly Wage	\$1,647	\$1,717	\$1,842	7.3%	27
Per Capita Income	\$16,555	\$17,851	\$18,929	6.0%	27
Unemployment Rate	6.5%	5.0%	3.7%	-26.0%	6
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$11.3	\$11.2	\$8.9	-20.5%	27
Travel & Tourism Related Employment	222	213	170	-20.2%	26
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$376.6	\$379.5	\$304.2	-19.8%	27
Transient Room Tax	\$37.7	\$40.4	\$36.9	-8.7%	27
Restaurant Tax	\$82.9	\$82.4	\$77.8	-5.6%	21
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$162.6	\$174.3	\$199.4	14.4%	17
REGIONAL VISITATION COUNTS					
Palisade S.P.	151,111	125,017	211,646	69.3%	
Yuba S.P.	92,149	138,233	122,964	-11.0%	
Scofield S.P.	103,336	78,276	102,276	30.7%	
Millsite S.P.	21,856	28,044	20,353	-27.4%	
Territorial Statehouse S.P.	38,109	34,894	46,794	34.1%	

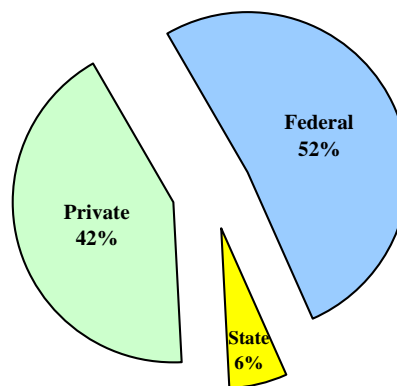
Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	1,022,635	100.0%
Federal Government	527,645	51.6%
BLM	135,882	13.3%
US Forest Service	390,992	38.2%
National Park Service	--	--
National Wildlife Refuge	--	--
Other •	771	0.1%
State Government	61,609	6.0%
Utah State Parks & Recreation	48	0.0%
Utah State Wildlife Reserves	29,406	2.9%
State Trust Lands	32,155	3.1%
Other ••	--	--
American Indian	--	--
Private*	434,417	42.5%

• Includes Military and Bankhead Jones land

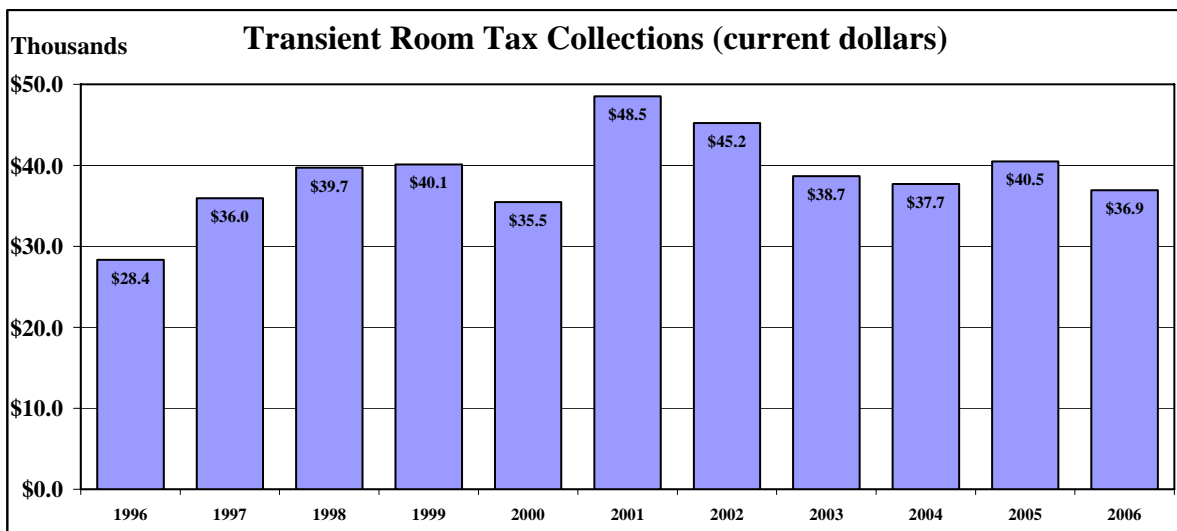
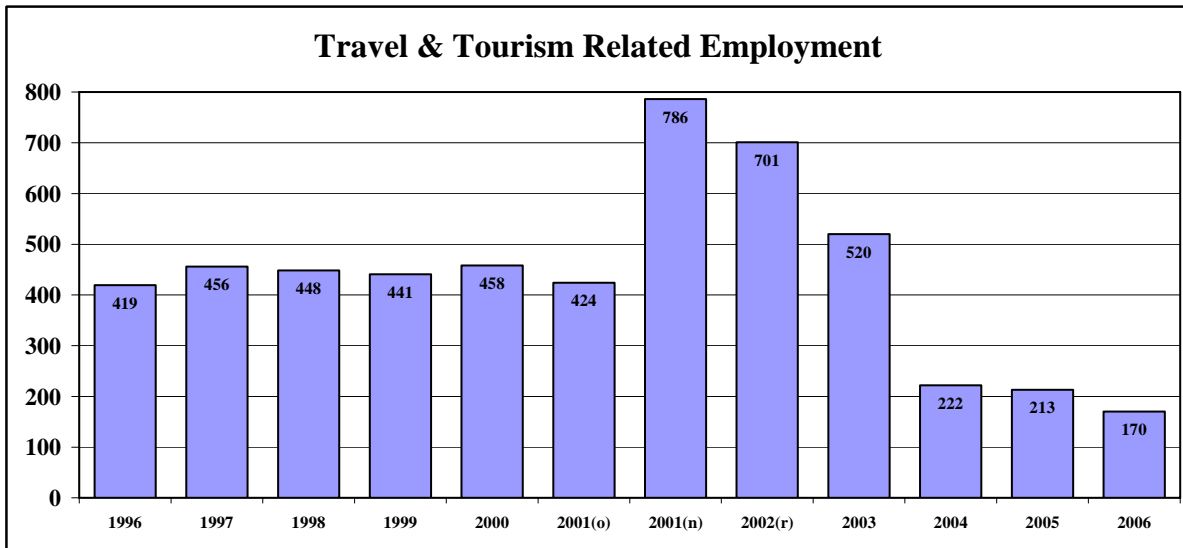
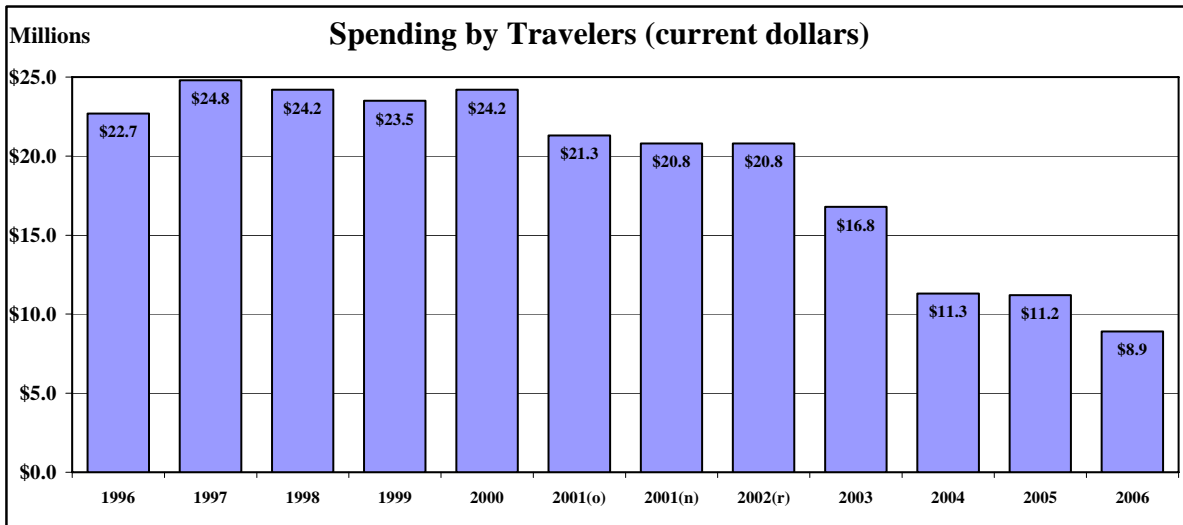
•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2006



Sanpete County Tourism Profile





SEVIER COUNTY TOURISM PROFILE

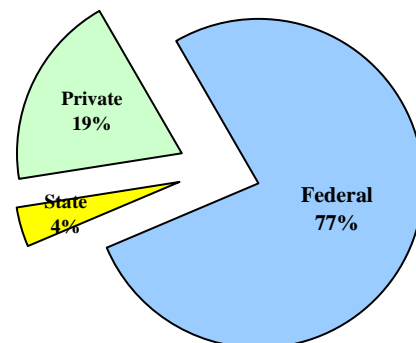
County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	19,415	19,649	19,984	1.7%	14
Total Non-Ag Employment	7,574	7,569	7,850	3.7%	13
Non-Ag Avg Monthly Wage	\$1,964	\$2,063	\$2,231	8.1%	19
Per Capita Income	\$19,707	\$21,056	\$22,192	5.4%	23
Unemployment Rate	5.4%	4.3%	3.2%	-25.6%	13
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$60.9	\$60.3	\$54.6	-9.5%	15
Travel & Tourism Related Employment	1,200	1,438	287	-80.0%	15
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$2,036.9	\$2,042.4	\$1,857.7	-9.0%	15
Transient Room Tax	\$204.0	\$217.8	\$225.6	3.6%	15
Restaurant Tax	\$149.3	\$155.7	\$177.0	13.7%	15
Car Rental Tax	\$18.8	\$22.1	\$19.2	-13.1%	7
Gross Taxable Retail Sales (millions)	\$252.4	\$288.1	\$365.1	26.7%	13
REGIONAL VISITATION COUNTS					
Capitol Reef N.P.	551,910	550,253	513,702	-6.6%	
Palisade S.P.	151,111	125,017	211,646	69.3%	
Yuba S.P.	92,149	138,233	122,964	-11.0%	
Fremont Indian S.P.	82,584	66,235	64,116	-3.2%	
Otter Creek S.P.	33,958	43,689	65,267	49.4%	
Millsite S.P.	21,856	28,044	20,353	-27.4%	
Territorial Statehouse S.P.	38,109	34,894	46,794	34.1%	
Piute S.P.	8,502	21,990	29,609	34.6%	

Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	1,222,128	100.0%
Federal Government	940,678	77.0%
BLM	205,638	16.8%
US Forest Service	730,516	59.8%
National Park Service	4,524	0.4%
National Wildlife Refuge	--	--
Other •	--	--
State Government	46,975	3.8%
Utah State Parks & Recreation	1,143	0.1%
Utah State Wildlife Reserves	3,390	0.3%
State Trust Lands	42,442	3.5%
Other ••	--	--
American Indian	1,213	0.1%
Private*	233,630	19.1%

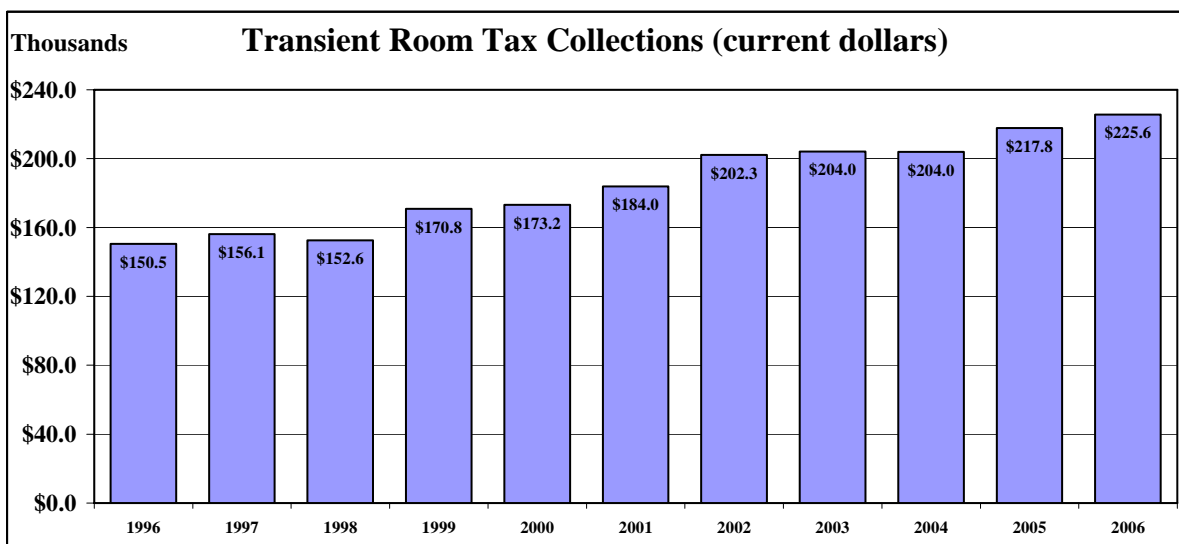
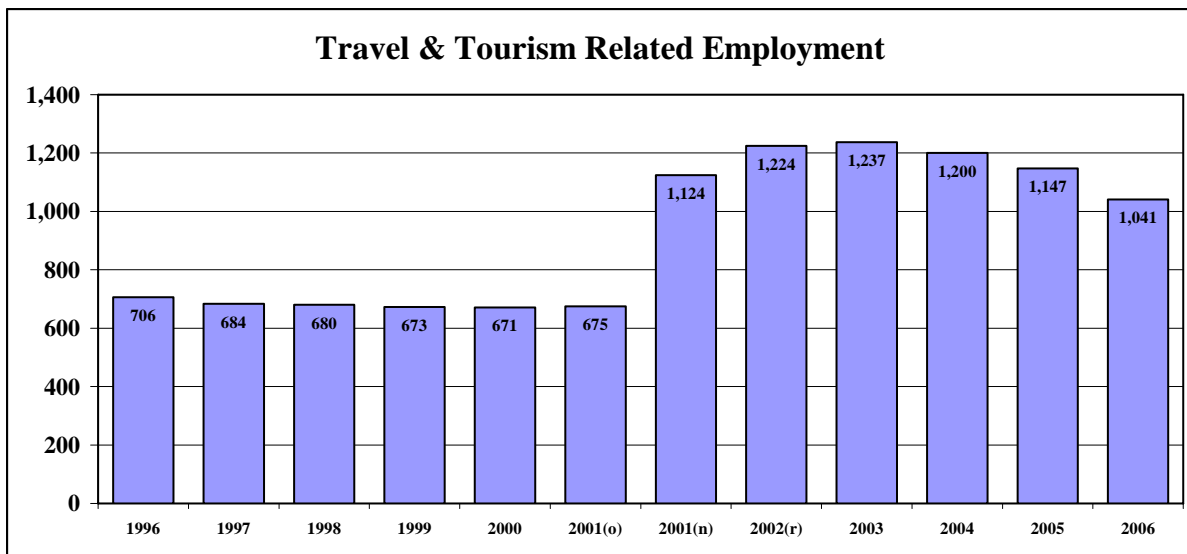
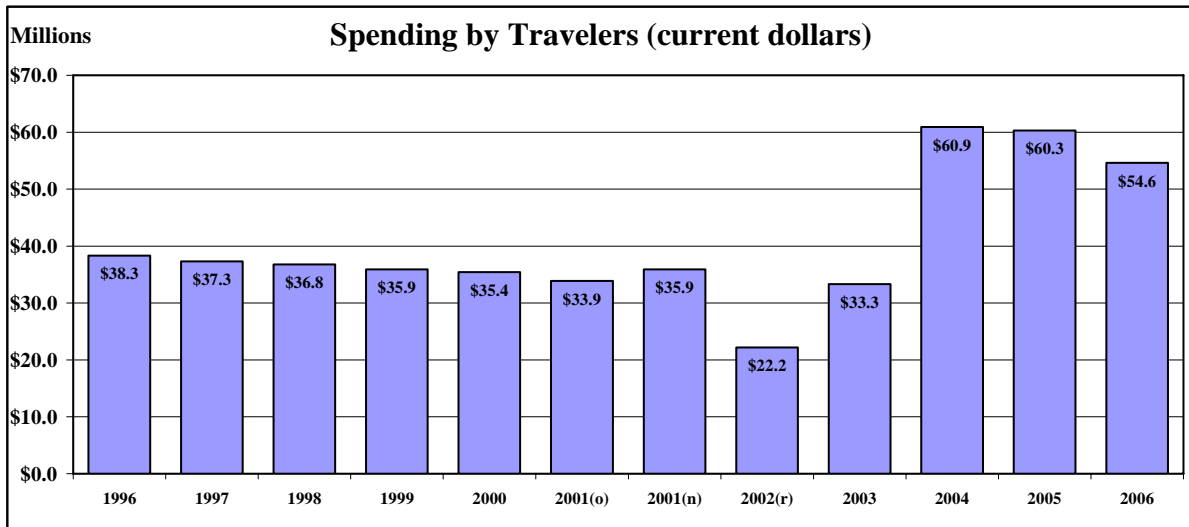
- Includes Military and Bankhead Jones land
- Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2006



Sevier County Tourism Profile





SUMMIT COUNTY TOURISM PROFILE

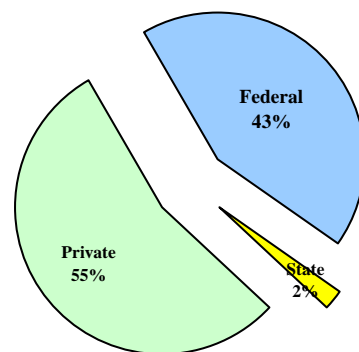
County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	35,090	36,283	36,871	1.6%	10
Total Non-Ag Employment	17,519	18,912	20,622	9.0%	7
Non-Ag Avg Monthly Wage	\$2,308	\$2,450	\$2,574	5.1%	10
Per Capita Income	\$48,078	\$52,981	\$54,347	2.6%	1
Unemployment Rate	5.3%	4.0%	2.8%	-30.0%	25
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$1,043.6	\$1,126.3	\$1,114.5	-1.0%	2
Travel & Tourism Related Employment	20,581	21,430	21,236	-0.9%	2
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$34,921.9	\$38,151.3	\$37,898.5	-0.7%	2
Transient Room Tax	\$3,496.8	\$4,068.2	\$4,601.3	13.1%	2
Restaurant Tax	\$1,153.9	\$1,322.8	\$1,518.8	14.8%	6
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$972.5	\$1,123.3	\$1,271.5	13.2%	7
REGIONAL VISITATION COUNTS					
I-80 UT/WY Traffic Count	4,480,375	4,557,025	4,609,950	1.2%	
Echo Welcome Center	153,338	146,011	133,809	-8.4%	
S.L. Int'l. Airport Passengers	18,352,495	22,237,936	21,557,646	-3.1%	
Skier Days at Utah Resorts	3,429,141	3,895,578	4,062,188	4.3%	
Wasatch Mountain S.P.	843,772	915,963	412,283	-55.0%	
Deer Creek S.P.	202,740	209,149	355,003	69.7%	
Jordanelle S.P. (2 Locations)	166,457	235,145	198,592	-15.5%	
Rockport S.P.	184,504	172,783	117,683	-31.9%	
East Canyon S.P.	56,641	55,904	95,543	70.9%	

Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	1,197,985	100.0%
Federal Government	517,466	43.2%
BLM	673	0.1%
US Forest Service	516,793	43.1%
National Park Service	--	--
National Wildlife Refuge	--	--
Other •	--	--
State Government	26,582	2.2%
Utah State Parks & Recreation	768	0.1%
Utah State Wildlife Reserves	17,147	1.4%
State Trust Lands	8,667	0.7%
Other ••	--	--
American Indian	--	--
Private*	655,782	54.7%

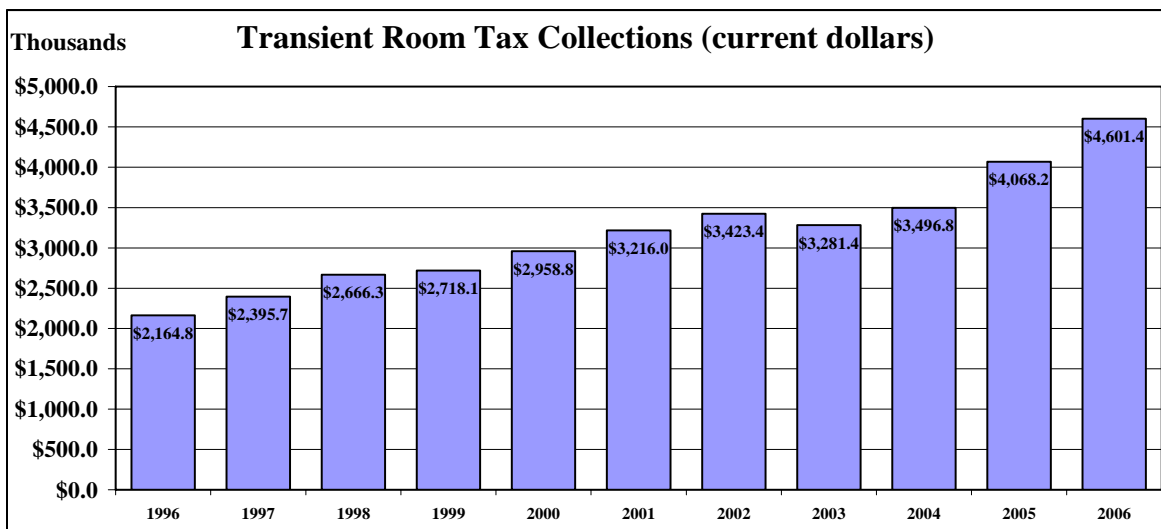
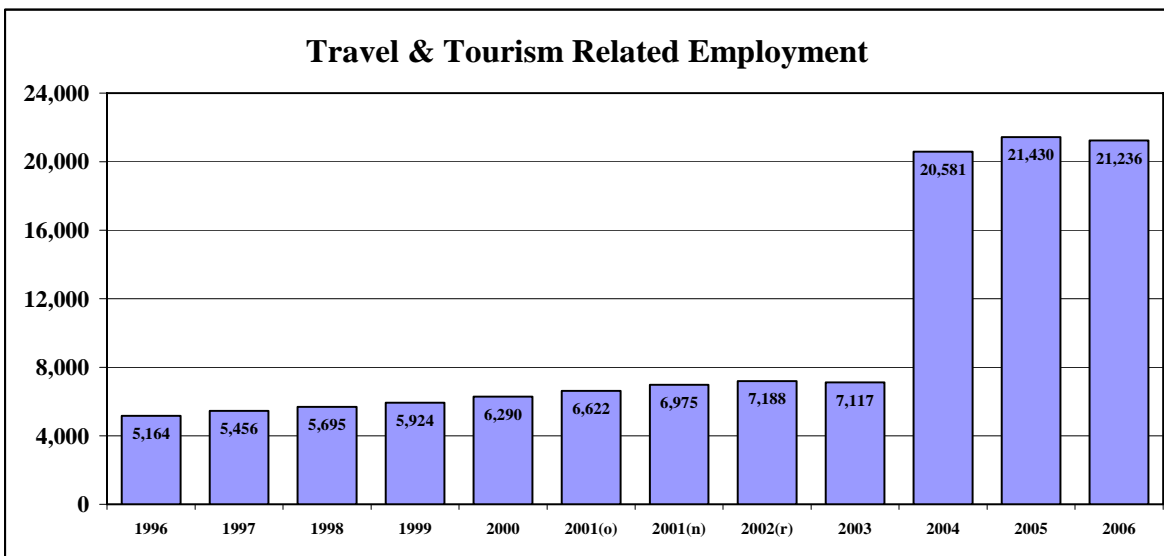
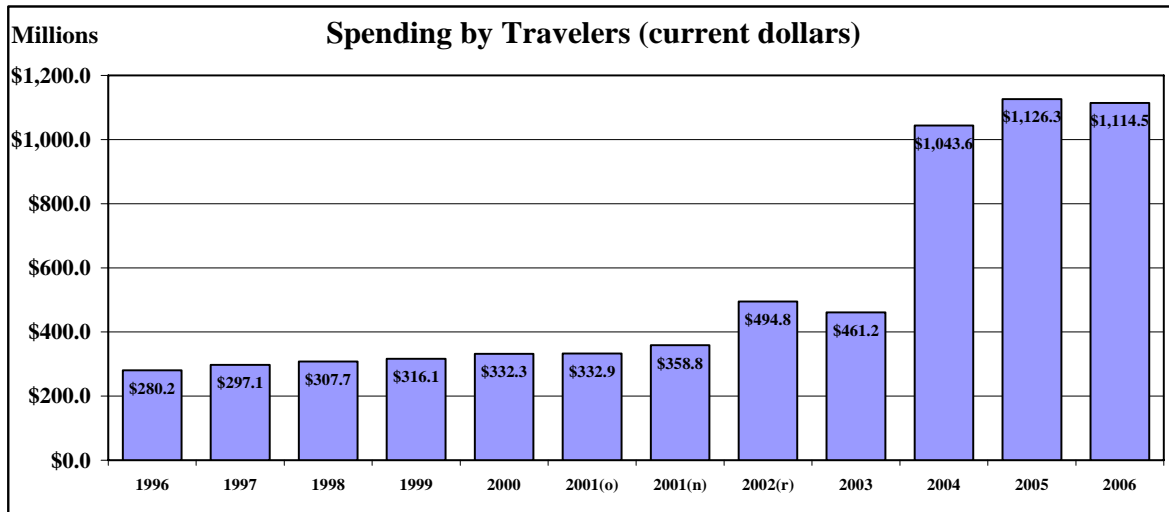
- Includes Military and Bankhead Jones land
- Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2006



Summit County Tourism Profile





TOOELE COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	50,075	52,133	54,375	4.3%	7
Total Non-Ag Employment	12,513	13,933	14,753	5.9%	10
Non-Ag Avg Monthly Wage	\$2,852	\$2,942	\$2,998	1.9%	5
Per Capita Income	\$21,398	\$22,442	\$23,630	5.3%	20
Unemployment Rate	5.4%	4.3%	3.2%	-25.6%	14
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$35.9	\$39.0	\$40.4	3.6%	18
Travel & Tourism Related Employment	708	742	770	3.8%	18
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$1,202.1	\$1,320.8	\$1,374.1	4.0%	18
Transient Room Tax	\$120.4	\$140.8	\$166.8	18.5%	18
Restaurant Tax	\$258.5	\$318.1	\$355.5	11.8%	9
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$418.3	\$447.7	\$559.6	25.0%	10
REGIONAL VISITATION COUNTS					
I-80 UT/NV Traffic Count	2,230,150	2,273,950	2,286,725	0.6%	
Willard Bay S.P.	138,868	244,049	325,933	33.6%	
Antelope Island S.P.	255,155	272,381	250,886	-7.9%	
Utah Lake S.P.	166,211	252,565	265,271	5.0%	
Great Salt Lake S.P.	87,170	57,966	138,763	139.4%	
Camp Floyd S.P.	12,293	15,422	15,850	2.8%	

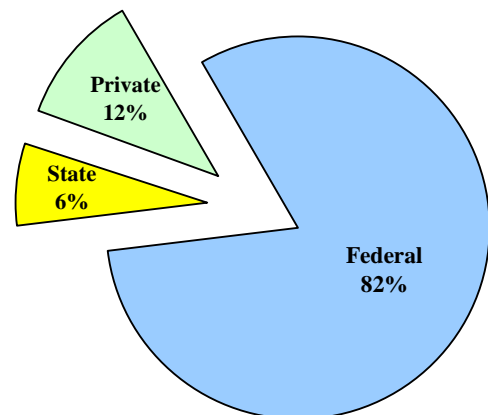
Land Ownership - 2006		No. of Acres	% Total
Total Acres in County		4,420,793	100.0%
Federal Government		3,641,183	82.4%
BLM		1,905,551	43.1%
US Forest Service		161,739	3.7%
National Park Service		--	--
National Wildlife Refuge		--	--
Other •		1,573,893	35.6%
State Government		313,161	7.1%
Utah State Parks & Recreation		564	0.0%
Utah State Wildlife Reserves		1,671	0.0%
State Trust Lands		257,985	5.8%
Other ••		52,941	1.2%
American Indian		19,501	0.4%
Private*		501,091	11.3%

• Includes Military and Bankhead Jones land

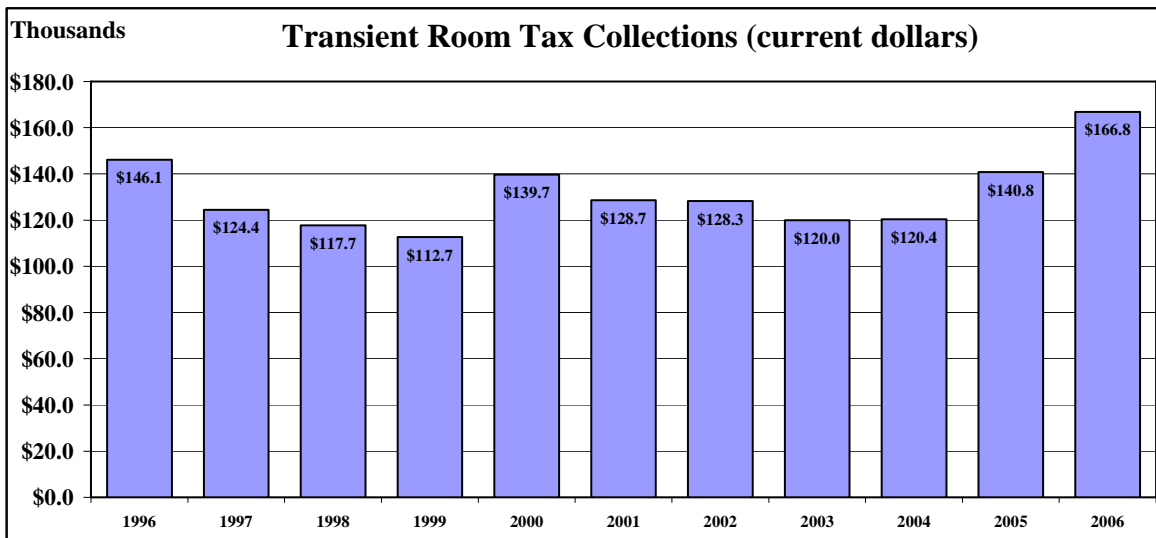
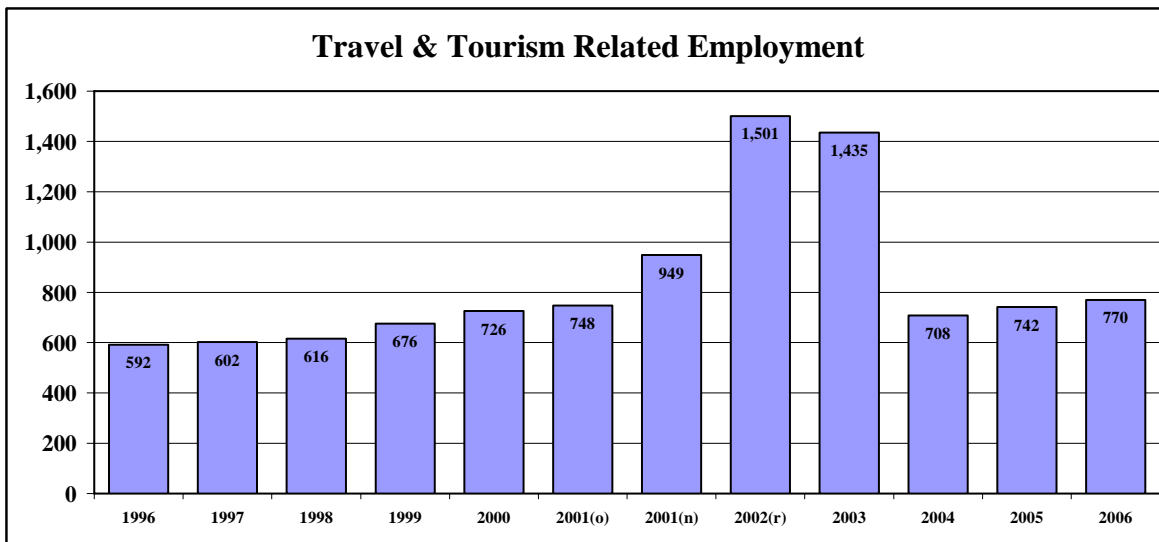
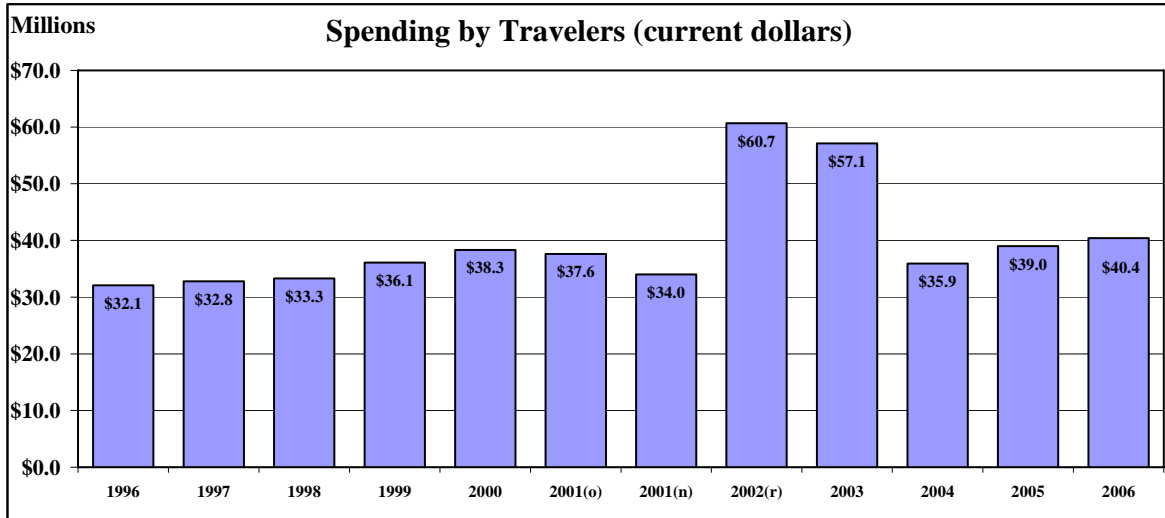
•• Includes State Sovereign and UDOT land

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Land Ownership - 2006



Tooele County Tourism Profile





UINTAH COUNTY TOURISM PROFILE

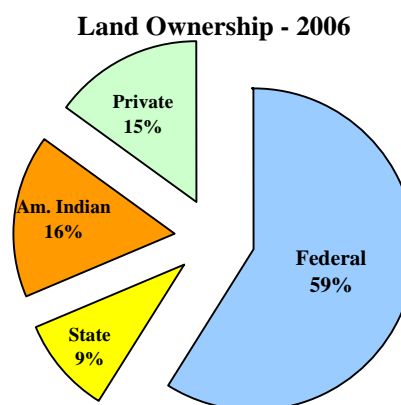
County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	26,224	26,883	27,747	3.2%	11
Total Non-Ag Employment	10,883	11,756	13,292	13.1%	11
Non-Ag Avg Monthly Wage	\$2,591	\$2,836	\$3,266	15.2%	2
Per Capita Income	\$20,877	\$24,234	\$27,171	12.1%	10
Unemployment Rate	5.4%	3.9%	2.5%	-35.9%	27
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$56.5	\$67.0	\$82.9	23.7%	12
Travel & Tourism Related Employment	1,114	1,275	1,580	23.9%	12
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$1,890.7	\$2,269.9	\$2,819.5	24.2%	12
Transient Room Tax	\$189.3	\$140.8	\$342.3	143.1%	12
Restaurant Tax	\$214.1	\$318.1	\$267.0	-16.1%	12
Car Rental Tax	\$2.0	\$2.4	\$4.5	87.5%	9
Gross Taxable Retail Sales (millions)	\$663.7	\$868.8	\$1,174.9	35.2%	8
REGIONAL VISITATION COUNTS					
SR-40 UT/CO Traffic Count	633,275	657,000	720,875	9.7%	
SR-191 UT/WY Traffic Count	337,625	NA	NA	NA	
Flaming Gorge N.R.A.	1,076,953	1,109,262	1,053,799	-5.0%	
Dinosaur N.M.	359,673	389,087	284,548	-26.9%	
Starvation S.P.	106,366	51,957	54,398	4.7%	
Utah Field House S.P.	78,133	60,179	52,027	-13.5%	
Steinaker S.P.	27,612	35,136	45,615	29.8%	
Red Fleet S.P.	27,550	23,959	108,482	352.8%	

Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	2,877,301	100.0%
Federal Government	1,701,120	59.1%
BLM	1,372,176	47.7%
US Forest Service	269,576	9.4%
National Park Service	51,640	1.8%
National Wildlife Refuge	7,728	0.3%
Other •	--	--
State Government	274,466	9.5%
Utah State Parks & Recreation	4,242	0.1%
Utah State Wildlife Reserves	23,740	0.8%
State Trust Lands	239,093	8.3%
Other ••	7,391	0.3%
American Indian	473,328	16.5%
Private*	433,494	15.1%

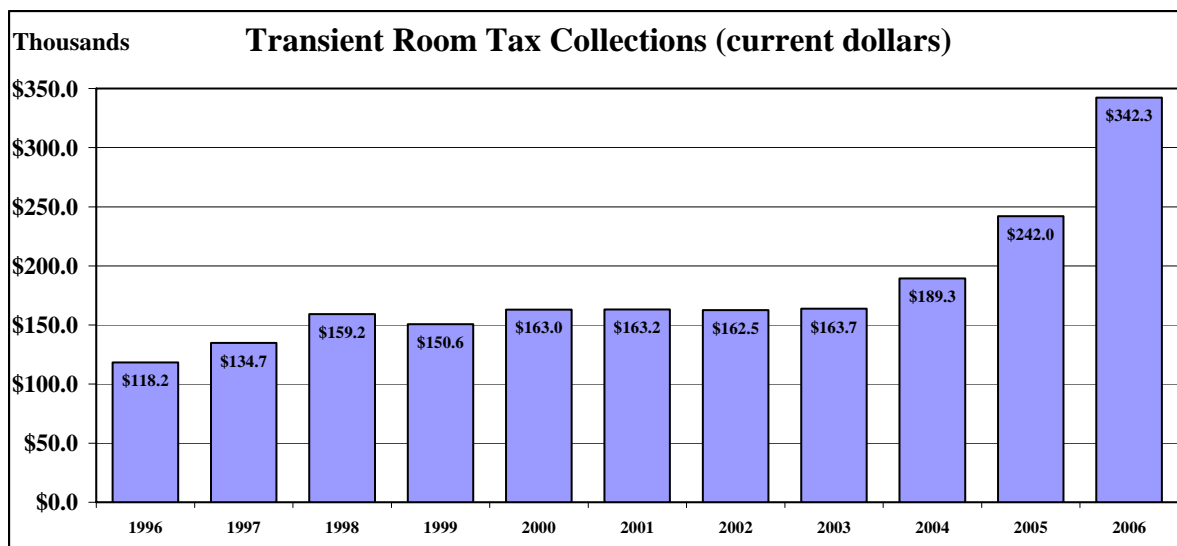
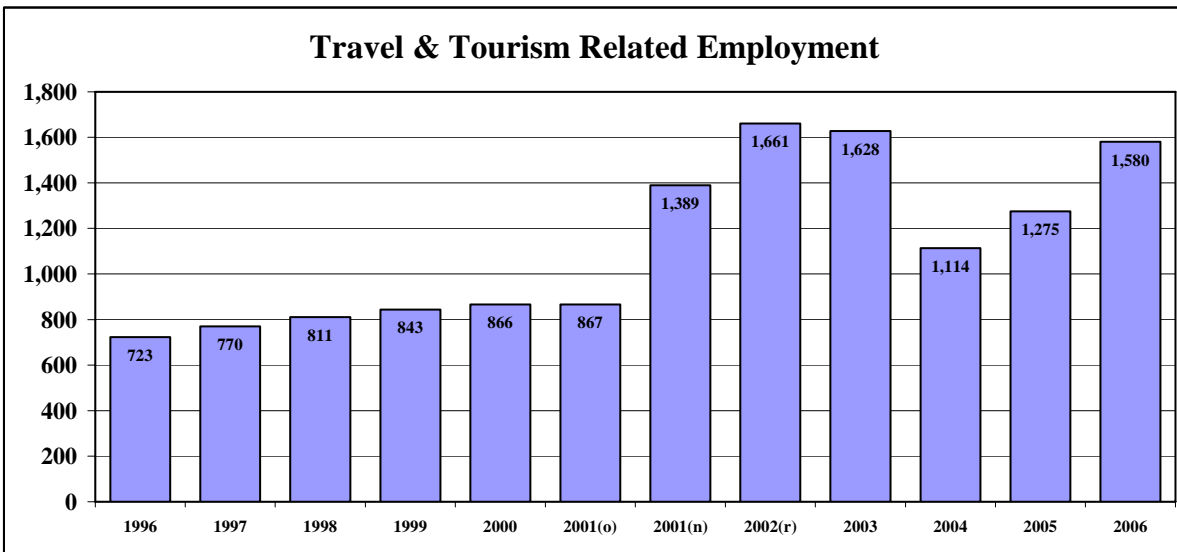
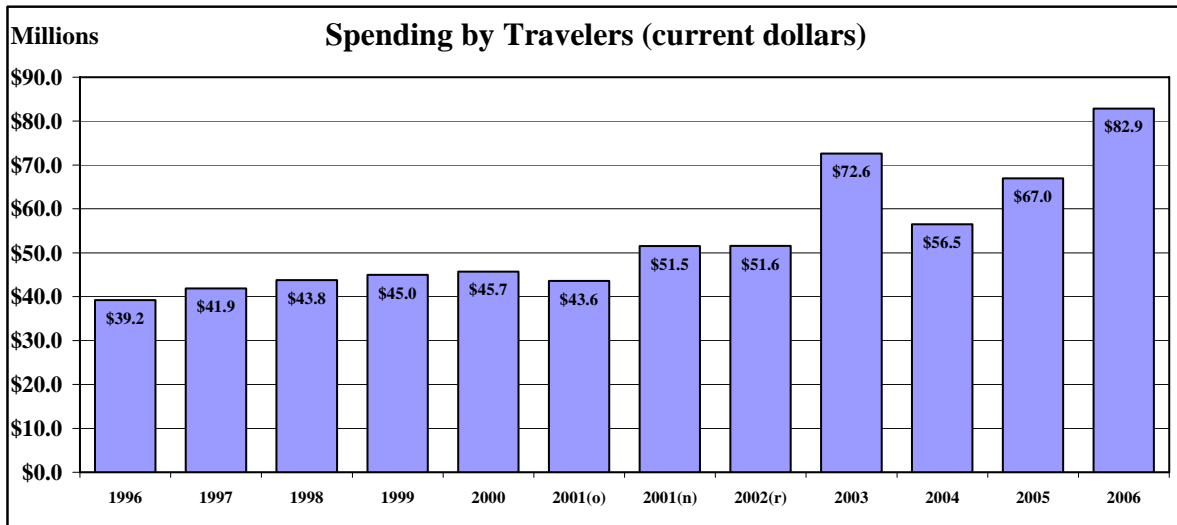
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Uintah County Tourism Profile



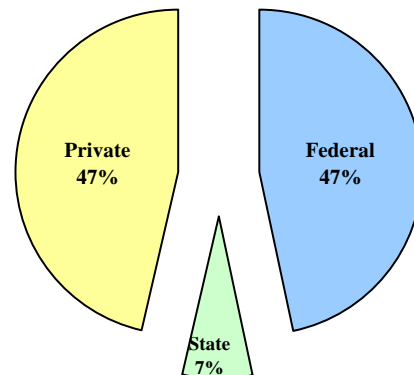


UTAH COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	437,627	456,073	475,425	4.2%	2
Total Non-Ag Employment	160,283	167,954	176,835	5.3%	2
Non-Ag Avg Monthly Wage	\$2,351	\$2,423	\$2,572	6.1%	11
Per Capita Income	\$21,646	\$21,576	\$21,964	1.8%	24
Unemployment Rate	4.8%	4.0%	2.8%	-30.0%	26
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$283.0	\$276.5	\$295.5	6.9%	4
Travel & Tourism Related Employment	5,580	5,260	5,630	7.0%	4
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$9,468.2	\$9,365.0	\$10,046.7	7.3%	4
Transient Room Tax	\$948.1	\$998.6	\$1,219.8	22.2%	4
Restaurant Tax	\$3,218.6	\$3,288.1	\$3,044.6	-7.4%	2
Car Rental Tax	\$140.9	\$538.4	\$641.1	19.1%	3
Gross Taxable Retail Sales (millions)	\$4,791.0	\$5,432.3	\$6,410.0	18.0%	2
REGIONAL VISITATION COUNTS					
S.L. Airport Passengers	18,352,495	22,237,963	21,557,646	-3.1%	
Skier Days at Utah Resorts	3,429,141	3,895,578	4,062,188	4.3%	
Wasatch Mountain S.P.	843,772	915,963	412,283	-55.0%	
Thanksgiving Point	1,000,000	1,200,000	1,450,000	20.8%	
Deer Creek S.P.	202,740	209,149	355,003	69.7%	
Utah Lake S.P.	166,211	252,565	265,271	5.0%	
Jordanella S.P. (2 Locations)	166,457	235,145	198,592	-15.5%	
Timpanogos Cave N.M.	105,217	105,012	106,870	1.8%	
Veterans' Memorial S.P.	NA	NA	NA	NA	
Camp Floyd S.P.	12,293	15,422	15,850	2.8%	

Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	1,276,055	100.0%
Federal Government	596,571	46.8%
BLM	103,279	8.1%
US Forest Service	477,397	37.4%
National Park Service	235	0.0%
National Wildlife Refuge	--	--
Other •	15,660	1.2%
State Government	91,446	7.2%
Utah State Parks & Recreation	147	0.0%
Utah State Wildlife Reserves	42,705	3.3%
State Trust Lands	46,577	3.7%
Other ••	2,017	0.2%
American Indian	--	--
Private*	592,306	46.4%

Land Ownership - 2006

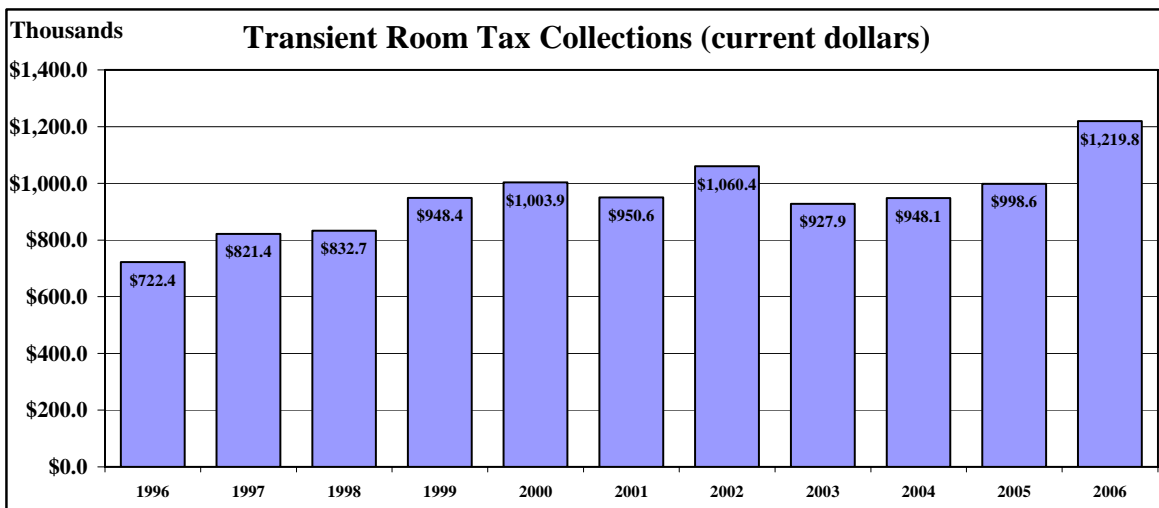
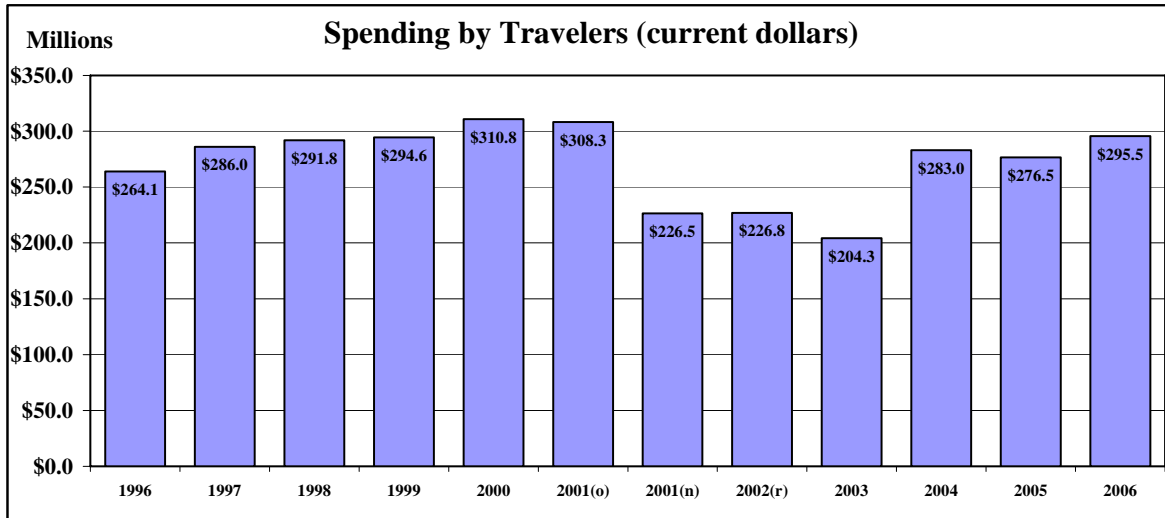


• Includes Military and Bankhead Jones land

*May include some local government land

•• Includes State Sovereign and UDOT land

Utah County Tourism Profile





WASATCH COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	19,177	19,999	21,053	5.3%	13
Total Non-Ag Employment	5,269	5,747	6,485	12.8%	16
Non-Ag Avg Monthly Wage	\$2,145	\$2,212	\$2,316	4.7%	16
Per Capita Income	\$22,173	\$23,632	\$24,821	5.0%	12
Unemployment Rate	5.4%	3.9%	3.1%	-20.5%	16
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$62.1	\$70.1	\$85.9	22.5%	11
Travel & Tourism Related Employment	1,226	1,334	1,636	22.6%	11
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$2,079.6	\$2,375.6	\$2,919.8	22.9%	11
Transient Room Tax	\$208.2	\$253.3	\$354.5	40.0%	11
Restaurant Tax	\$200.6	\$206.1	\$234.7	13.9%	13
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$190.1	\$226.5	\$274.3	21.1%	15
REGIONAL VISITATION COUNTS					
I-80 UT/WY Traffic Count	4,480,375	4,557,025	4,609,950	1.2%	
SR-40 UT/CO Traffic Count	633,275	657,000	675,250	2.8%	
Skier Days at Utah Resorts	3,429,141	3,895,578	4,062,188	4.3%	
Wasatch Mountain S.P.	843,772	915,963	412,283	-55.0%	
Deer Creek S.P.	202,740	209,149	355,003	69.7%	
Utah Lake S.P.	166,211	252,565	265,271	5.0%	
Jordanella S.P. (2 Locations)	166,457	235,145	198,592	-15.5%	
Timpanogos Cave N.M.	105,217	105,012	106,870	1.8%	
Rockport S.P.	184,504	172,783	117,683	-31.9%	
Starvation S.P.	106,366	51,957	54,398	4.7%	

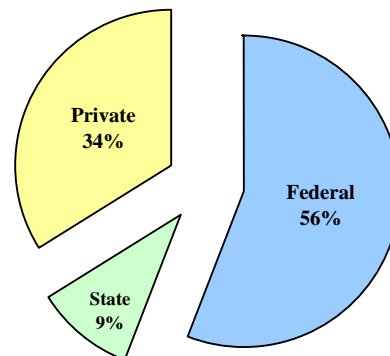
Land Ownership - 2006		No. of Acres	% Total
Total Acres in County		750,565	100.0%
Federal Government		419,798	55.9%
BLM		3,283	0.4%
US Forest Service		416,515	55.5%
National Park Service		--	--
National Wildlife Refuge		--	--
Other •		--	--
State Government		77,023	10.3%
Utah State Parks & Recreation		22,883	3.0%
Utah State Wildlife Reserves		37,143	4.9%
State Trust Lands		16,997	2.3%
Other ••		--	--
American Indian		2,723	0.4%
Private*		254,064	33.8%

• Includes Military and Bankhead Jones land

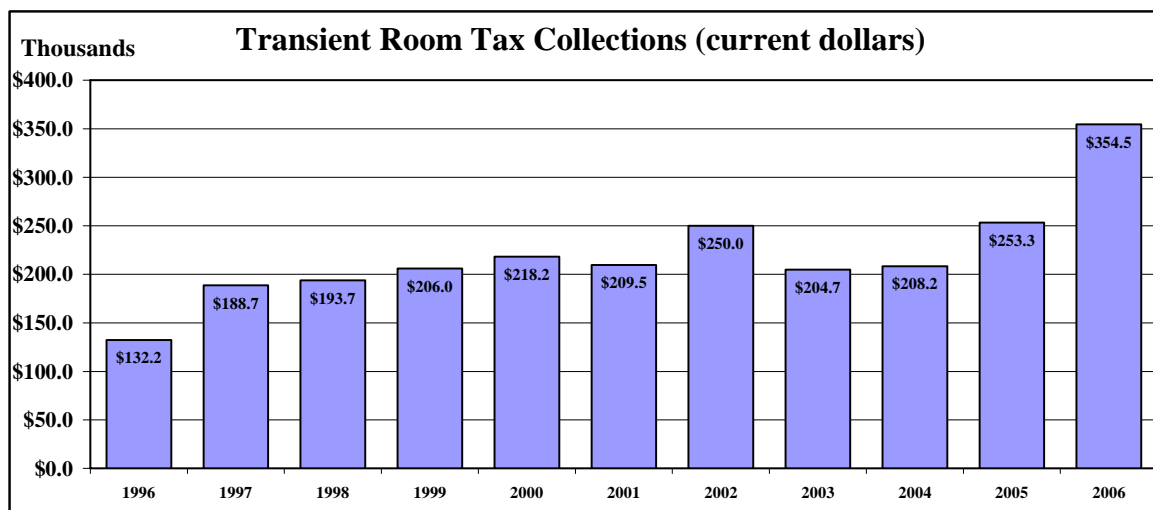
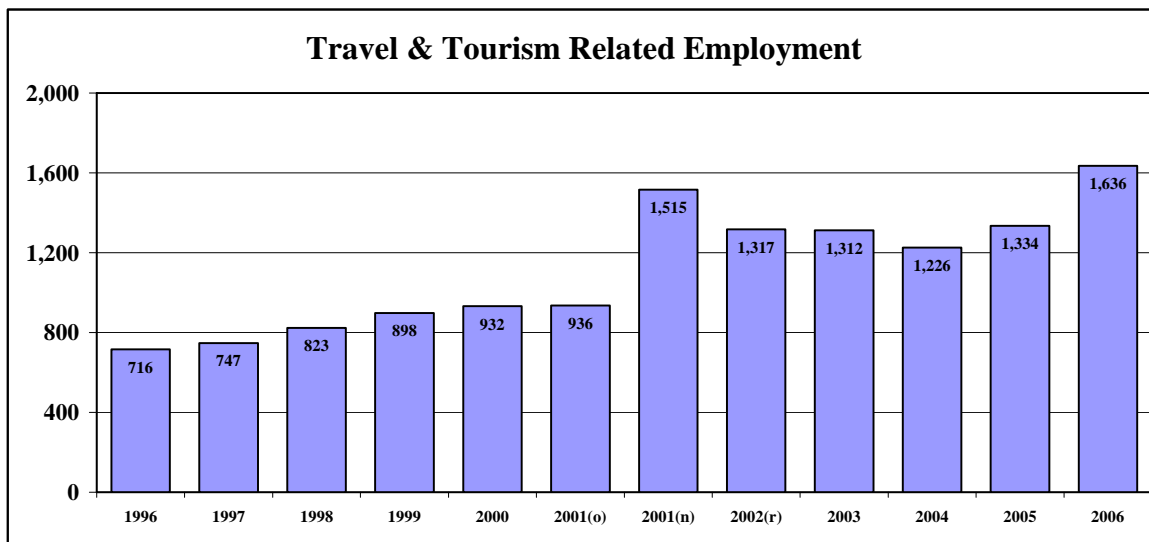
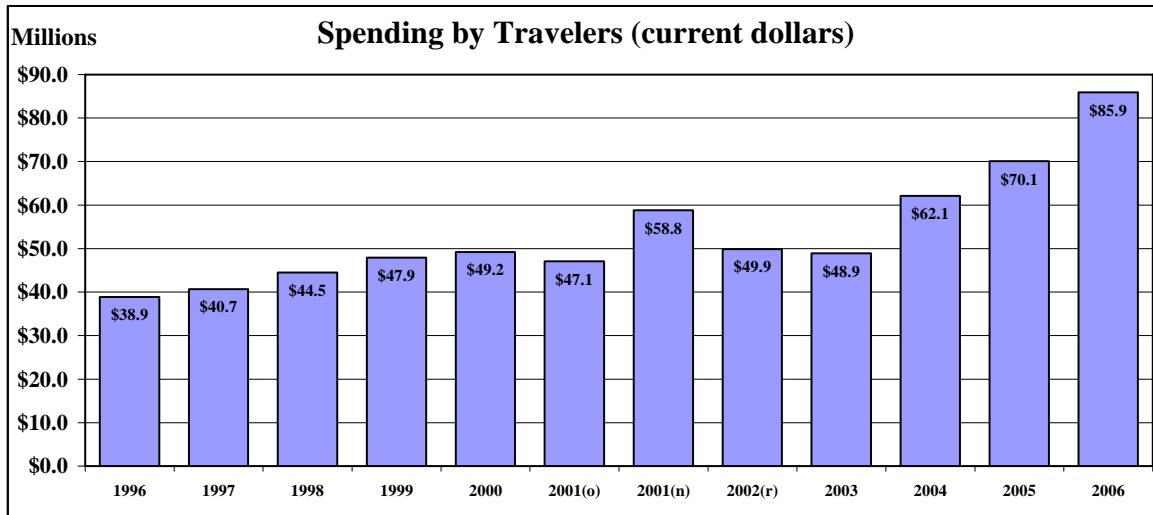
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Land Ownership - 2006



Wasatch County Tourism Profile



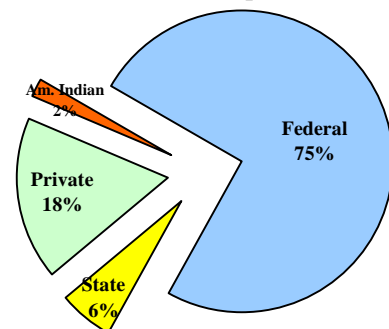


WASHINGTON COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	117,316	127,127	134,899	6.1%	5
Total Non-Ag Employment	42,862	47,244	51,529	9.1%	5
Non-Ag Avg Monthly Wage	\$2,025	\$2,151	\$2,315	7.6%	16
Per Capita Income	\$21,204	\$23,017	\$24,400	6.0%	16
Unemployment Rate	4.4%	3.5%	2.9%	-17.1%	23
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$458.7	\$470.3	\$467.4	-0.6%	3
Travel & Tourism Related Employment	9,047	8,948	8,905	-0.5%	3
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$15,350.2	\$15,930.8	\$15,892.5	-0.2%	3
Transient Room Tax	\$1,537.0	\$1,698.8	\$1,929.6	13.6%	3
Restaurant Tax	\$1,278.7	\$1,455.5	\$1,664.9	14.4%	5
Car Rental Tax	\$164.3	\$255.0	\$286.8	12.5%	5
Gross Taxable Retail Sales (millions)	\$1,958.5	\$2,401.9	\$2,680.2	11.6%	5
REGIONAL VISITATION COUNTS					
I-15 UT/AZ Traffic Count	7,586,525	7,971,600	8,004,450	0.4%	
SR-89 UT/AZ Traffic Count	1,138,800	1,164,350	1,244,650	6.9%	
St. George Welcome Center	226,288	231,648	239,156	3.2%	
Zion N.P.	2,674,162	2,586,659	2,514,490	-2.8%	
Bryce Canyon N.P.	987,250	1,017,680	890,673	-12.5%	
Quail Creek S.P.	164,945	165,702	108,482	-34.5%	
Cedar Breaks N.M.	516,329	505,046	453,382	-10.2%	
Grand Staircase-Escalante N.M.	649,232	613,228	695,866	13.5%	
Snow Canyon S.P.	287,132	200,562	255,643	27.5%	
Coral Pink Sand Dunes S.P.	122,832	65,270	66,468	1.8%	
Gunlock S.P.	NA	NA	60,891	NA	
Mountain Meadows	NA	NA	NA	NA	

Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	1,554,104	100.0%
Federal Government	1,161,710	74.8%
BLM	635,172	40.9%
US Forest Service	394,568	25.4%
National Park Service	131,970	8.5%
National Wildlife Refuge	--	--
Other •	--	--
State Government	88,738	5.7%
Utah State Parks & Recreation	8,072	0.5%
Utah State Wildlife Reserves	848	0.1%
State Trust Lands	79,815	5.1%
Other ••	3	0.0%
American Indian	28,183	1.8%
Private*	275,786	17.7%

Land Ownership - 2006

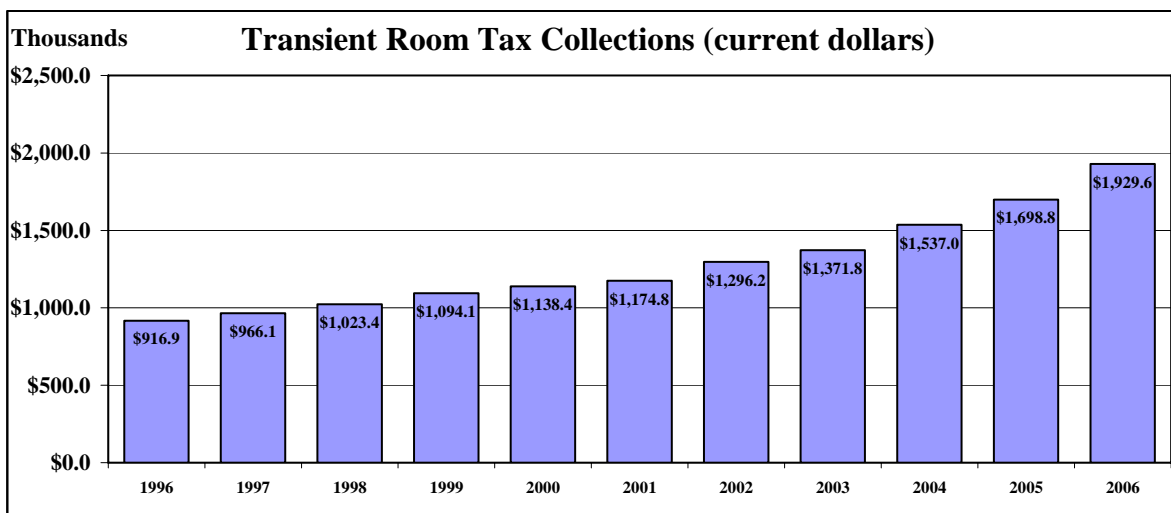
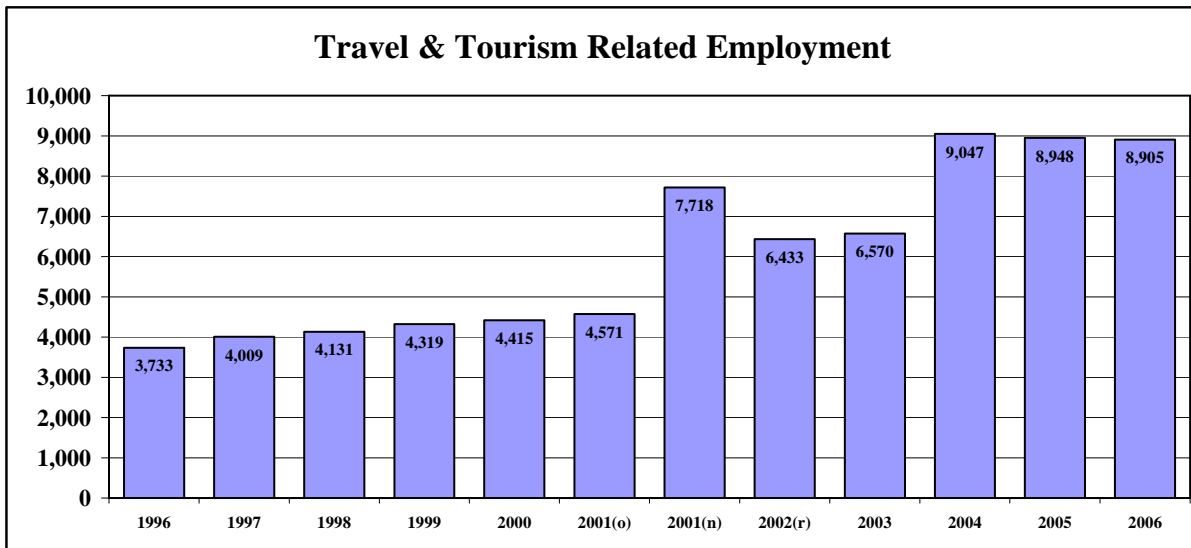
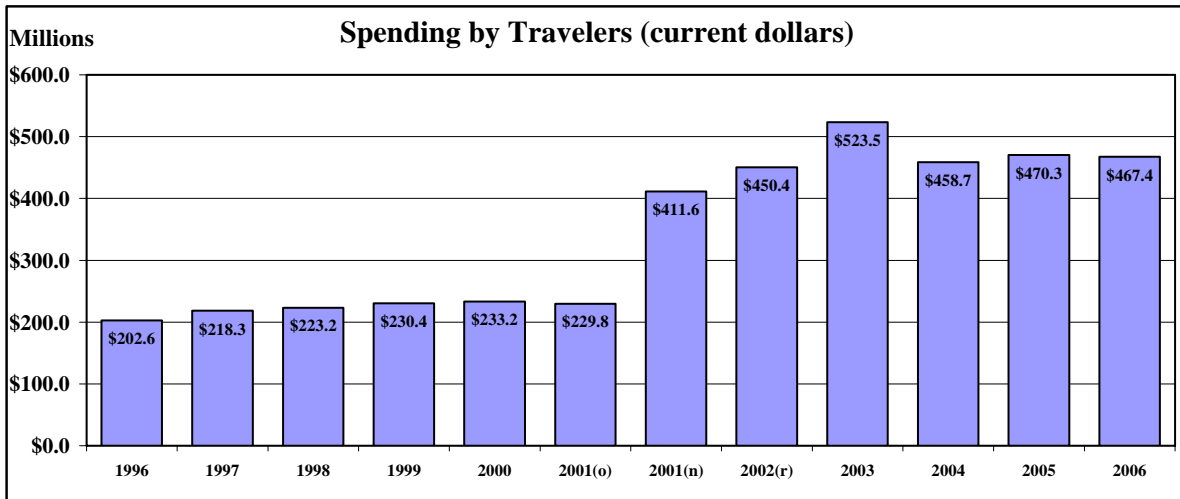


• Includes Military and Bankhead Jones land

*May include some local government land

•• Includes State Sovereign and UDOT land

Washington County Tourism Profile



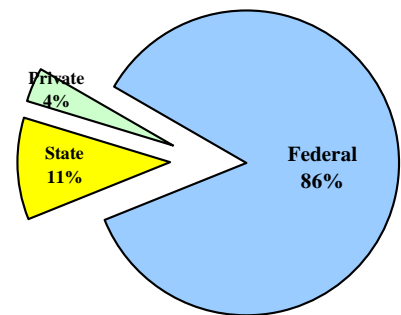


WAYNE COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-06	State Ranking
DEMOGRAPHIC					
Population	2,518	2,504	2,535	1.2%	26
Total Non-Ag Employment	999	1,004	1,045	4.1%	26
Non-Ag Avg Monthly Wage	\$1,855	\$1,976	\$2,033	2.9%	24
Per Capita Income	\$20,489	\$22,531	\$22,795	1.2%	22
Unemployment Rate	7.0%	5.2%	4.3%	-17.3%	5
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$28.5	\$27.1	\$26.3	-3.0%	20
Travel & Tourism Related Employment	561	516	500	-3.1%	20
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$952.4	\$919.1	\$892.7	-2.9%	20
Transient Room Tax	\$95.4	\$98.0	\$108.4	10.6%	20
Restaurant Tax	\$34.3	\$35.0	\$34.5	-1.4%	22
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$30.3	\$26.9	\$33.7	25.3%	26
REGIONAL VISITATION COUNTS					
Glen Canyon N.R.A.	1,837,074	1,908,723	1,876,668	-1.7%	
Grand Staircase-Escalante N.M.	649,232	613,228	695,866	13.5%	
Capitol Reef N.P.	551,910	550,253	513,702	-6.6%	
Canyonlands N.P.	371,706	393,672	413,587	5.1%	
Goblin Valley S.P.	58,190	56,597	30,081	-46.9%	
Otter Creek S.P.	33,958	43,689	65,267	49.4%	
Anasazi S.P.	34,076	32,959	27,614	-16.2%	

Land Ownership - 2006		
	No. of Acres	% Total
Total Acres in County	1,577,299	100.0%
Federal Government	1,350,692	85.6%
BLM	892,611	56.6%
US Forest Service	160,190	10.2%
National Parks	297,891	18.9%
National Wildlife Refuge	--	--
Other •	--	--
State Government	170,216	10.8%
Utah State Parks & Recreation	--	--
Utah State Wildlife Reserves	867	0.1%
State Trust Lands	169,349	10.7%
Other ••	--	--
American Indian	--	--
Private*	56,412	3.6%

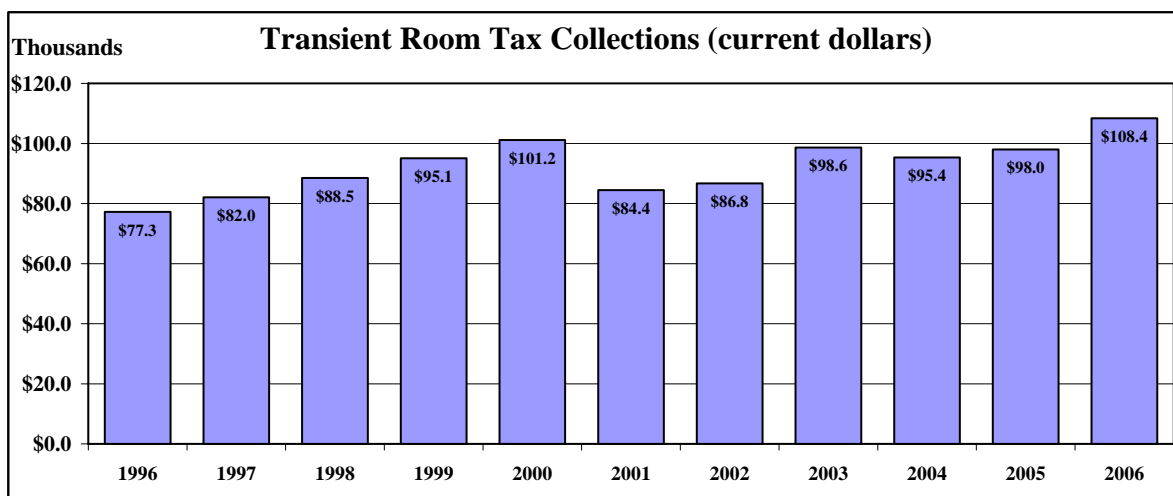
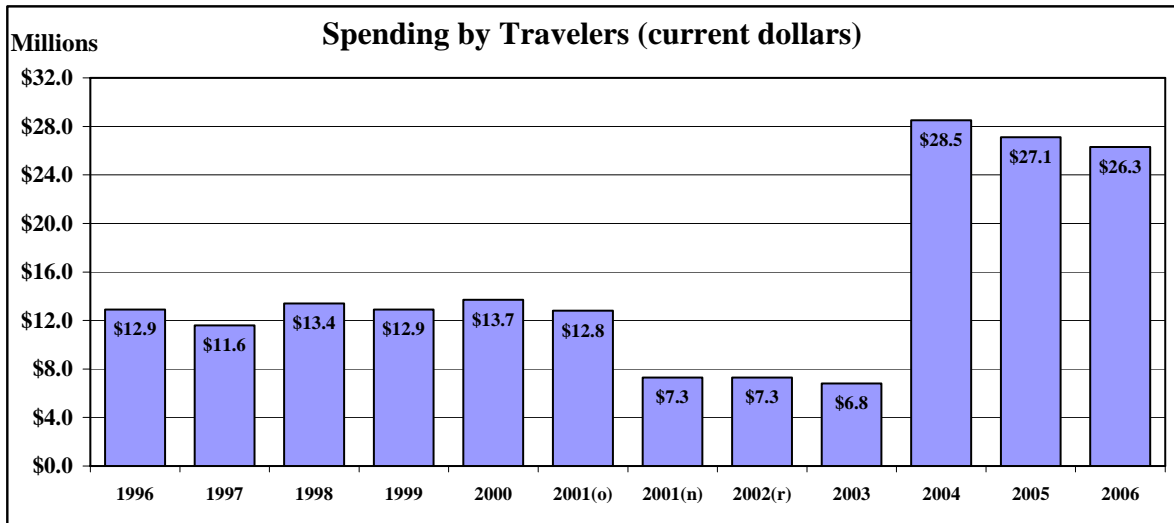
Land Ownership - 2006

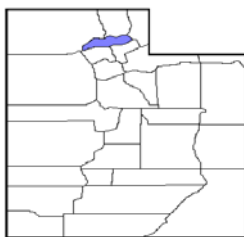


- Includes Military and Bankhead Jones land
- Includes State Sovereign and UDOT land

*May include some local government land

Wayne County Tourism Profile





WEBER COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	209,547	213,684	215,870	1.0%	4
Total Non-Ag Employment	89,231	90,674	92,893	2.4%	4
Non-Ag Avg Monthly Wage	\$2,412	\$2,474	\$2,617	5.8%	9
Per Capita Income	\$25,571	\$27,635	\$28,853	4.4%	6
Unemployment Rate	5.8%	4.9%	3.3%	-32.7%	11
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$146.7	\$148.9	\$157.3	5.6%	7
Travel & Tourism Related Employment	2,893	2,833	2,997	5.8%	7
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$4,908.0	\$5,043.3	\$5,348.4	6.0%	6
Transient Room Tax	\$491.5	\$537.8	\$649.4	20.8%	7
Restaurant Tax	\$1,852.6	\$1,861.4	\$2,081.8	11.8%	4
Car Rental Tax	\$77.1	\$251.3	\$277.7	10.5%	6
Gross Taxable Retail Sales (millions)	\$2,758.8	\$2,895.4	\$3,253.5	12.4%	4
REGIONAL VISITATION COUNTS					
S.L. Airport Passengers	18,352,495	22,237,936	21,557,646	-3.1%	
Willard Bay S.P.	138,868	244,049	325,933	33.6%	
Antelope Island S.P.	255,155	272,381	250,886	-7.9%	
Hill Aerospace Museum	144,832	149,312	NA	NA	
Great Salt Lake S.P.	87,170	57,966	138,763	139.4%	
East Canyon S.P.	56,641	55,904	95,543	70.9%	
Hyrum S.P.	61,947	62,712	67,980	8.4%	
Golden Spike N.H.S.	46,189	40,156	45,341	12.9%	
Ft. Buenaventura S.P.	NA	NA	NA	NA	

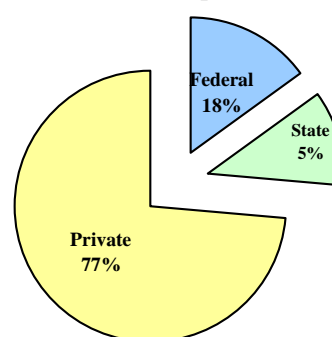
Land Ownership - 2006		No. of Acres	% Total
Total Acres in County		346,846	100.0%
Federal Government		55,570	16.0%
BLM		41	0.0%
US Forest Service		55,121	15.9%
National Parks		--	--
National Wildlife Refuge		--	--
Other •		408	0.1%
State Government		41,908	12.1%
Utah State Parks & Recreation		--	--
Utah State Wildlife Reserves		18,563	5.4%
State Trust Lands		745	0.2%
Other ••		22,600	6.5%
American Indian		--	--
Private*		272,489	78.6%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

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Land Ownership - 2006



Weber County Tourism Profile

